IPTC Standard

Photo Metadata

(July 2010)

IPTC Core (Version 1.1)

IPTC Extension (Version 1.1)

IPTC-PLUS Metadata Panels User Guide

Document Revision 6

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Acknowledgments

This document is the result of a team effort by members of the International Press Telecommunications Council, with input and assistance from other contributors.

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About the IPTC Photo Metadata Standard

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About this Document

- This document provides guidelines for users of the IPTC Photo Metadata properties using the IPTC-PLUS Metadata panels released in July 2010.
- This document is based on the IPTC Photo Metadata Standards specification of July 2010. The specification document can be obtained from http://www.iptc.org/std/photometadata/specification/IPTC-PhotoMetadata-201007.pdf

Status of this Document

This document is under the governance of the IPTC Photo Metadata Working Group of the IPTC Standards Committee.

Public comments should be sent to the forum and mailing list at:
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Introduction

This document is designed to familiarise photographers with the use of the IPTC-PLUS Metadata Panels. This JavaScript based dialogue incorporates the IPTC Core, IPTC Extension and PLUS metadata schemas. For more in-depth information, including the complete schema, please visit www.iptc.org/photometadata or http://ns.usePLUS.org

Hints for using the IPTC-PLUS Metadata Panels:
Once installed (how to install: see Appendix section 1), you can access the panels via a new menu item in Adobe Bridge (located between the **Window** and **Help** menus), under the **Tools** menu, or by holding the Control key and clicking (Mac) or Right clicking (Windows and two-button Macs) on a thumbnail and choosing the **IPTC-PLUS Metadata V..** from the context sensitive menu.

The IPTC-PLUS Metadata panels contain the three Schemas IPTC Core, IPTC Extension, and PLUS, each of which contain several panels. Some of these panels are divided into sections. Each panel or section of a panel may contain one or more fields some of which are arranged into a row or structure.
The top level buttons for the IPTC Core, IPTC Extension, and PLUS are in different colours and tie into different sub menus.
- The IPTC Core Schema (in Blue) contains 4 panels
- The IPTC Extension Schema(in Green) contains 5 panels
- The PLUS Schema (in Red) contains 6 panels, each with numerous sub-sections.

Clicking on one of these coloured schema labels will drop you, by default, into the far left panel within each schema.

You can move between the various panels within a schema by clicking on the named panels. Since the PLUS schema contains a large number of panels, there is special pull-down menu in addition to the larger buttons within each panel.

There are **lock** buttons which can be used to *"set"* each schema (Core/Extension/PLUS) panel to a position where you cannot accidentally overwrite whole sections of the information.

The window size of the IPTC-PLUS Metadata panel is: 1000 x 720 pixels.

Adobe Bridge can be a memory intensive application. Older systems with minimal RAM memory may have trouble launching the panel. If you experience problems, first try quitting Adobe Bridge and relaunching before taking other measures.

There is a Global UNDO of sorts. If you click on the **Cancel** button, rather than **OK**, this will close the panel and stop the JavaScript from making any changes to the select image(s).

NOTE:
If you are using Bridge for Adobe Photoshop CS3 or CS4, the installed the IPTC-PLUS Metadata panels should appear as seen in the screens on the following pages (note, this user guide alternates between screen grabs for Mac and Windows operating systems).
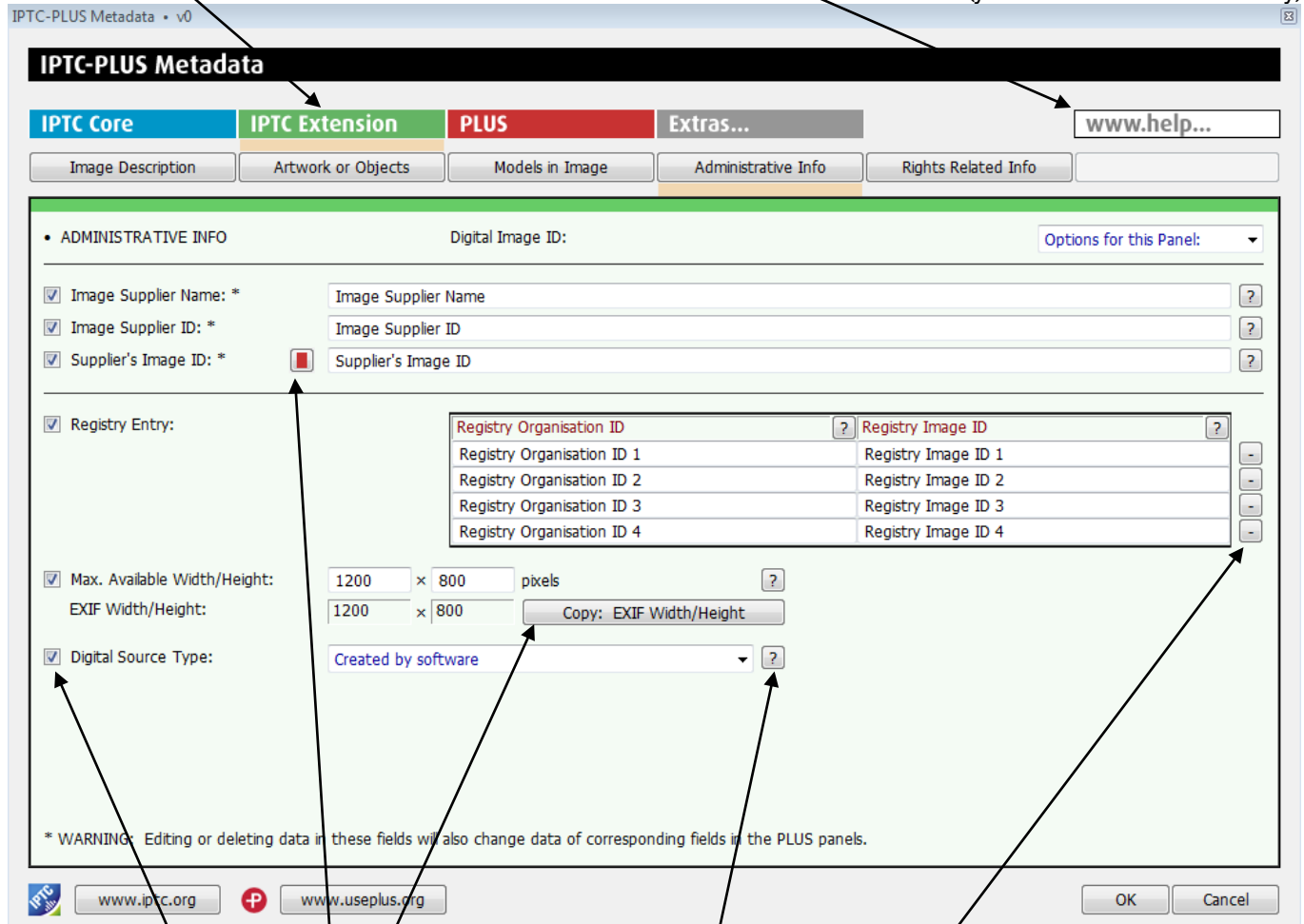
More details about the user interface of the IPTC-PLUS panels can be found in the next section.

User Interface introduction and legend for this User Guide:

These buttons select one of the metadata schemas
The buttons below it select one of the panels for the selected schema

This button launches this User Guide from the IPTC website
(you need internet connectivity)

IPTC-PLUS Metadata · v0

IPTC-PLUS Metadata

IPTC Core	IPTC Extension	PLUS	Extras...		www.help...

| Image Description | Artwork or Objects | Models in Image | Administrative Info | Rights Related Info | |

• ADMINISTRATIVE INFO   Digital Image ID: Options for this Panel: ▾

☑ Image Supplier Name: *   Image Supplier Name   [?]

☑ Image Supplier ID: *   Image Supplier ID   [?]

☑ Supplier's Image ID: * [■] Supplier's Image ID   [?]

☑ Registry Entry:

Registry Organisation ID [?]	Registry Image ID [?]	
Registry Organisation ID 1	Registry Image ID 1	[-]
Registry Organisation ID 2	Registry Image ID 2	[-]
Registry Organisation ID 3	Registry Image ID 3	[-]
Registry Organisation ID 4	Registry Image ID 4	[-]

☑ Max. Available Width/Height: 1200 × 800 pixels [?]

EXIF Width/Height: 1200 × 800 [Copy: EXIF Width/Height]

☑ Digital Source Type: Created by software ▾ [?]

* WARNING: Editing or deleting data in these fields will also change data of corresponding fields in the PLUS panels.

[www.iptc.org] (P) [www.useplus.org]   [OK] [Cancel]

Un-ticking these boxes disables (locks)
the corresponding field from
being edited – and will grey the value out.

Clicking any button with a coloured rectangle will
switch you to a panel which displays a field
which corresponding to the fieldname next to the button.
Red button: a PLUS panel
Blue button: an IPTC Core panel
Green button: an IPTC Extension panel

Clicking a button with a minus sign "–" to the right of a table deletes
the entire row of data

Clicking the OK button saves the metadata
to the selected file(s)
Clicking the Cancel button
closes the panels without saving the metadata

Clicking on any button with the "?" on it
shows a help text for the corresponding field.

These buttons perform the action indicated by its label

The description of any field is formatted like this:

Label shown next to a field   [IPTC Core/Ext XMP Schema property name]

(PLUS) next to the label indicates that this field was initially specified by the PLUS schema
(IPTC Core) next to the label indicates that this field was initially specified by the IPTC Core schema.
(See also IPTC Extension) next to the label indicates that this PLUS field is shared by the IPTC Extension schema.
Description of field and how it should be used.
Note(s): on where the data will be shared by other fields in the standard Adobe "File Info" panel or other schemas.

Brief Background of IPTC Metadata

The IPTC's older standard for metadata, the Information Interchange Model (IIM), defined a large set of metadata properties. In the early nineties a subset of this IIM was adopted as the well known "IPTC Fields" supported in JPEG, TIFF and PSD files by Adobe Photoshop.
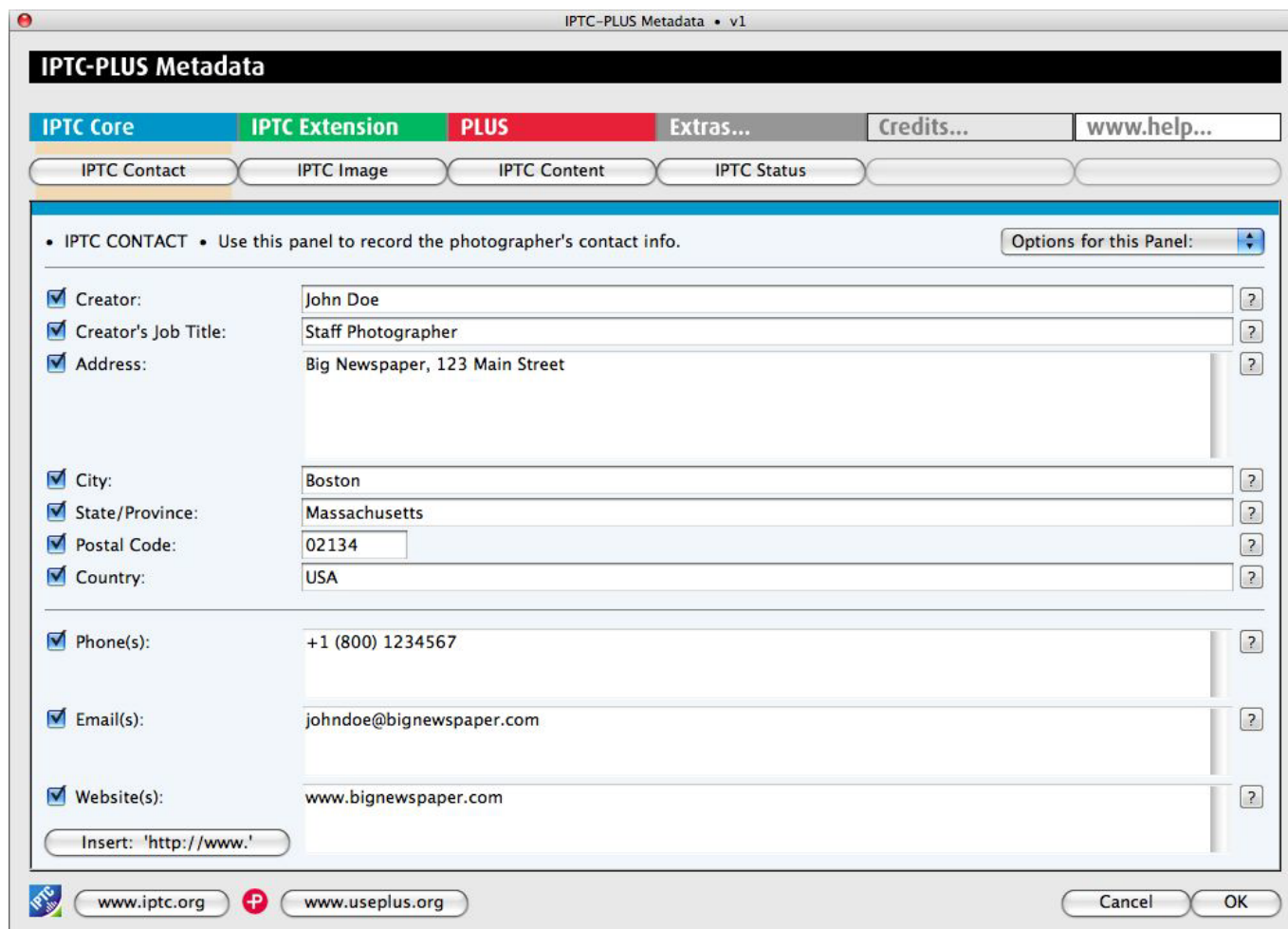
The IPTC Core 1.1 is the latest revision of an International Press Telecommunications Council IIM based schema and in 2008 the IPTC has developed the complementary IPTC Extension schema (now at version 1.1), both are designed to use the Extensible Metadata Platform (XMP) developed by Adobe in 2001. XMP was first introduced in Adobe Photoshop 7.0 and Adobe Acrobat 5.0. With XMP, legacy IPTC IIM metadata, new and customized metadata and metadata from other standards (such as EXIF camera data) can be recorded using a common data format based on XML (Extensible Markup Language http://www.w3.org/XML/). This information can be stored inside JPEG, TIFF, PSD and DNG files as well as other file types including PDF; in addition to XMP sidecar files used for some file types like proprietary Raw camera images. Since its introduction a large number of software vendors have added XMP support in their products. Please check for more information
http://www.iptc.org/cms/site/photometadatasupportlist.html and
http://www.adobe.com/products/xmp/partners.html

IPTC Core 1.1 Contact section

(use this section to record the photographer's contact information)

Creator [Creator]

This field should contain the name of the person who created the photograph. If it is not appropriate to add the name of the photographer (for example, if the identity of the photographer needs to be protected) the name of a company or organisation can also be used. Once saved, this field should not be changed by anyone. This field does not support the use of commas or semi-colons as separator.
Note: This field is "shared" with the "Author" field in the Description Panel of the Adobe File Info.

Creator's Job Title [CreatorJobtitle]

This field should contain the job title of the person who created the photograph. Examples might include titles such as: Staff Photographer, Independent Commercial Photographer, or staff writer. Since this is a qualifier for the Creator field, the Creator field must also be filled out.
Note: This field is "shared" with the "Author Title" field in the Description Panel of the Adobe File Info field.

Contact Info

The Contact Info fields provide a generic structure for storing information which should make it easy to get in contact with the person or organisation that created this image.

Address (Contact info) [CiAdrExtadr]

The address field is a multi-line field. Enter the street name and number or postbox to which mail should be sent, and a company name or location (building name, floor number) if necessary.

City (Contact info) [CiAdrCity]

Enter the name of the city in which the primary contact's business is located.

State/ Province (Contact info) [CiAdrRegion]

Enter the name of the State or Province in which the primary contact's business is located. Since the abbreviation for a State or Province may be unknown to those viewing your metadata internationally, consider using the full spelling of the name.

Postal Code (Contact info) [CiAdrPcode]

Enter the local postal code (such as ZIP code) in which the primary contact's business is located.

Country (Contact info) [CiAdrCtry]

Enter the name of the country (or ISO Country Code) in which the primary contact's business is located. For ease of the end user you might consider using a combination of country name and code - e.g. "Germany - DE" or "Great Britain - UK"

Phone(s) (Contact info) [CiTelWork]

Enter the primary contact's business or work telephone number here. Multiple numbers can be given, separated by a comma. Be sure to include the complete international format of a phone number which is: +{countrycode} ({regional code}) {phone number} - {extension if required}
e.g. +1 (212) 1234578

Email(s) (Contact info) [CiEmailWork]

Enter the primary contact's business or work email address, such as name@domain.com. Multiple email addresses can be given,
separated by a comma.

Website(s) (Contact info) [CiUrlWork]

Enter the URL or web address for the primary contact's business. Multiple addresses can be given, separated by a comma. A button to the right of the field can be used to insert the 'http://www.' and speed up the data entry process.

IPTC Core 1.1 Image Section

(use this section for formal descriptive information about the image)

Date Created   [DateCreated]

Use this field to record the date (and optionally, the time) the photograph was created, not the date when you scanned or edited the image. If you use a digital camera, you can look at the EXIF data for the date stamp. If no time is given the value should default to empty time fields. If only a date is given, no time zone or time information needs to be added. If you are entering a time, you should include the time zone as well.

Note: This field is "shared" with the "Date Created" field in the Origin panel of the Adobe File Info field, as well as the Creation Date in the Image Copyright Info section of the Image panel of the PLUS schema. You can use the **Copy: 'Exif Date' > 'Date Created'** *button to set this panel's Date Created value. There are additional options to add today's date, edit the date (or date and short time), as well as whether to include the time or not.*

Intellectual Genre   [IntellectualGenre]

Use this field to describe the "type" of use that a photograph fulfils in terms of its intellectual or journalistic characteristics. For example, at a newspaper, Intellectual Genre labels might include terms like daybook, obituary, press release, or transcript. A magazine might use terms like actuality, interview, background, feature, summary, or wrap-up. For best results, organizations should use a set of terms from a controlled vocabulary that they have developed. A sample taxonomy of "Intellectual genre" terms developed by the IPTC is available from http://cv.iptc.org/newscodes/genre . The PRISM working group of the IDEAlliance has also developed a set of terms that can be referenced at http://prismstandard.org/.

IPTC Scene Code   **[Scene]**

This field is used to describe the scene of a photo using one or more terms from the IPTC "Scene-NewsCodes". You should only enter values from the IPTC Scene controlled vocabulary (available from http://www.newscodes.org/ and http://cv.iptc.org/newscodes/scene). Each IPTC Scene term is represented as a 6 digit numerical string in an unordered list.

Geographic Fields

Previous descriptions of geographic fields contained within the IPTC Core Image section did not clearly distinguish whether the value should be the actual location shown in the image, or the location where the photo was taken. Because most GPS systems, by default, indicate where the photographer was standing, you may wish to use the new set of fields that are within the IPTC Extension to explicitly indicate that you are noting the Sublocation, City, State, Country, etc. from which the image was taken and/or use a second set of fields to note the locations which are "Shown" in the Image. To save time, there are two buttons: *Copy 'Location Shown' details* and *Copy 'Location Created' details*, which can copy the metadata from the respective sets of fields in the IPTC Extension.

Sublocation (legacy)   **[Location]**

Enter the name of the location shown in the image. This sublocation name could be the name of a specific area within a city (Manhattan) or the name of a well-known location (Pyramids of Giza) or (natural) monument outside a city (Grand Canyon). Sublocation is the most specific term, at the fourth level of a top-down geographical hierarchy.

City (legacy)   **[City]**

Enter the name of the city that is pictured in the image. If there is no city, consider using the Sublocation field alone to specify where the photograph was taken. All City locations should have a sublocation, but not all sublocations have to have a City associated with them. City is at the third level of a top-down geographical hierarchy.
Note: This field is "shared" with the "City" field in the Origin panel of the Adobe Photoshop File Info field.

State/Province (legacy)   **[Province-State]**

Enter the name of the subregion of a country–usually referred to as either a State or Province – that is pictured in the image. Since the abbreviation for a State or Province may be unknown to those viewing your metadata internationally, consider using the full spelling of the name. Province/State is at the second level of a top-down geographical hierarchy.
Note: This field is "shared" with the "State/Province" field in the Origin panel of the Adobe Photoshop File Info field.

Country (legacy)   **[Country]**

Enter the full name of the country pictured in the photograph. This field is at the first level of a top-down geographical hierarchy. The full name should be expressed as a verbal name and not as a code, the ISO country code should be placed in the field titled Country Code.
Note: This field is "shared" with the "Country" field in the Origin panel of the Adobe Photoshop File Info field.

Country Code (legacy)   **[CountryCode]**

Enter the Country Code of the country pictured in the photograph. This field is at the top/ first level of a top-down geographical hierarchy. Country codes should be displayed as upper-case letters (US not us), and may be either two- or three-letter codes as defined by the ISO 3166 standard. You can use the **Lookup: Country | ISO Code** button on the panel to enter this information. The full name of a country should go to the "Country" field. If both the Country and Country Code fields are used, the Country Code is the authoritative reference.

IPTC Core 1.1 Content section

(use this section to describe the visual content of the image)

Headline   **[Headline]**

A headline is a brief publishable synopsis or summary of the contents of the photograph. Like a news story, the Headline should grab attention, and telegraph the content of the image to the audience. Headlines need to be succinct. Leave the supporting narrative for the Description field. Do not, however, confuse the Headline term with the Title term.

Note: This field is "shared" with the "Headline" field in the Origin Panel of the Adobe Photoshop File Info field.

Description   **[Description]**

The Description field, often referred to as a "caption" is used to describe the who, what (and possibly where and when) and why of what is happening in the photograph. If there is a person or people in the image, this caption might include their names, and/or their role in the action that is taking place. If the image is of a location, then it should give information regarding the location. Don't forget to also include this same "geographical" information in the **Image** panel (location, city, state/province, country) of the IPTC Core. The amount of detail you include will depend on the image and whether the image is documentary or conceptual. Typically, editorial images come with complete caption text, while advertising images may not.

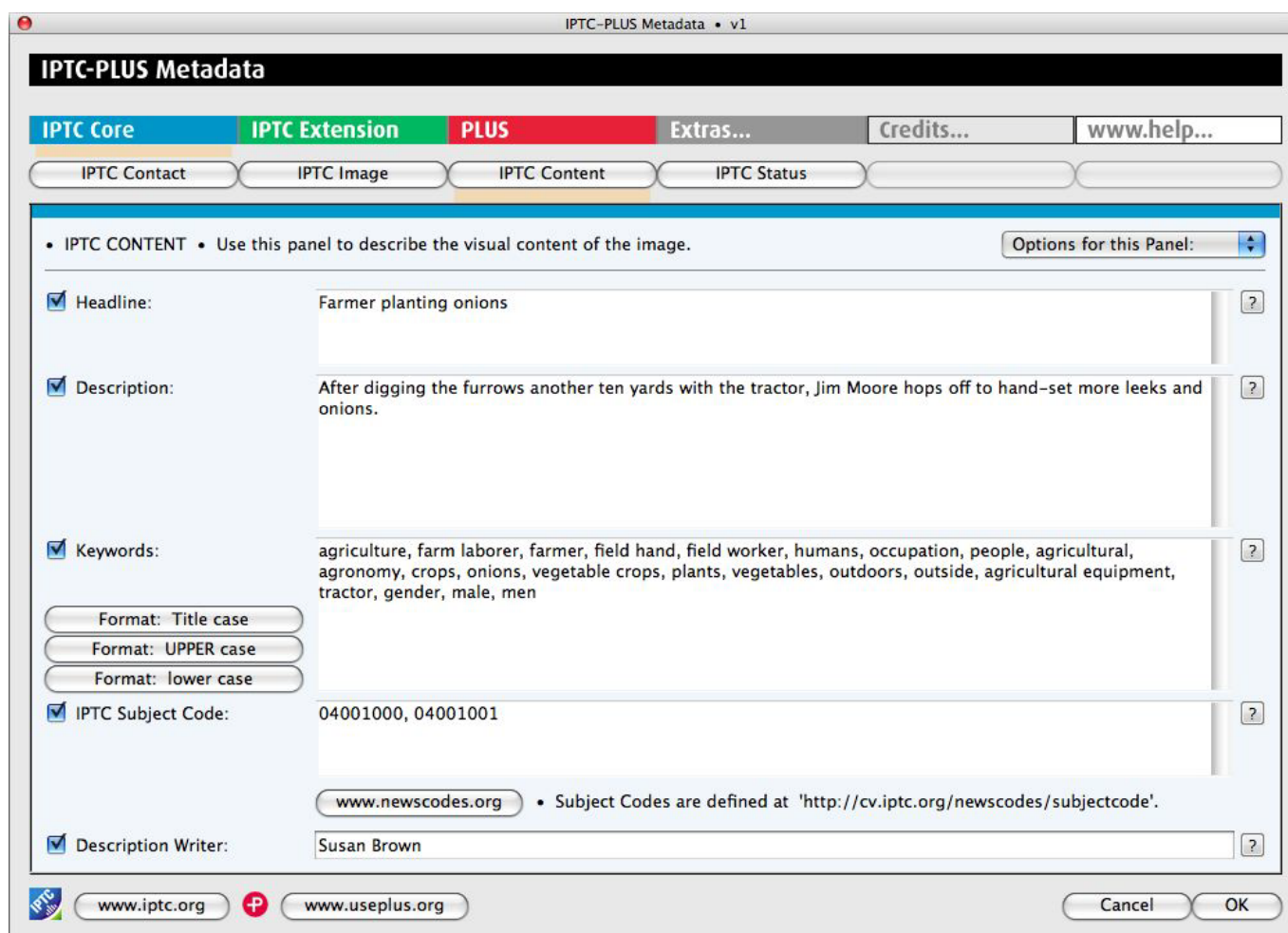*Note: This field is "shared" with the "Description" field in the Description panel of the Adobe Photoshop File Info field.*

Keywords   **[Keywords]**

Enter keywords (terms or phrases) used to express the subject of the content seen in the photograph. Keywords may be free text (i.e. they are not required to be taken from a controlled vocabulary). You may enter (or paste) any

number of keywords, terms or phrases into this field, simply separate them with a comma or semi-colon. To maintain backwards compatibility no single value (keyword term or phrase) should exceed 64 characters. Values from the controlled vocabulary IPTC Subject Codes must be placed into the "Subject Code" field.
Note: This field is "shared" with the "Keyword" field in the Description panel of the Adobe File Info field.

IPTC Subject Code   **[SubjectCode]**
This field can be used to specify and categorize the content of a photograph by using one or more subjects as listed in the IPTC "Subject NewsCode" taxonomy (available from http://www.newscodes.org/ or http://cv.iptc.org/newscodes/subjectcode). Each subject term is represented as a string of 8 digits in an unordered list. Only subjects from a controlled vocabulary should be used in this field, free-choice text should be entered into the Keyword field.

Description writer   **[DescriptionWriter]**
Enter the name of the person involved in writing, editing or correcting the description of the photograph in this field. For individual photographers this will typically be their own name, as the person entering the image metadata.
Note: This field is "shared" with the "Description Writer" field in the Description panel of the Adobe File Info field

IPTC Core 1.1 Status Section

(use this section to record workflow and copyright information)

Title   [Title]
This field can be used as a shorthand reference for the image or "photograph" — primarily for identification. The title of an image should be a short, human-readable name — text and/or numeric reference —and may take several

forms; for photographers this might be the filename of their original scan or digital camera file, for news organizations it might be the name of the story for which it's to be used. (Note that there are new terms in the IPTC Extension which can also be used as image ID's, if you are concerned about this field being overwritten later in the workflow). The Title term should not be confused with the Headline term, which is a short synopsis of the content of the photograph. There is a button in the panel which can be used to add the current file name to the Title field; however this will not work with a selection of images.

Note: This field is "shared" with the "Document Title" field in the Description panel of the Adobe File Info field, and the Licensor Image Title of the PLUS schema.

Job ID [JobID]

You can enter a number or identifier that was created or issued for the purpose of improving workflow handling and image tracking. This ID is typically added by the creator or image provider for transmission and routing purposes and related to the job for which the image is supplied (please note that this same field was labelled as the "transmission reference" in previous versions of Adobe Photoshop).

Note: This field is "shared" with the "Transmission Reference" field in the Origin panel of the Adobe File Info field.

Instructions [Instructions]

The Instructions field is a simple text field that can be used to include any of a number of instructions from the provider or creator to the receiver of the photograph. Any of the following could be included: embargoes (News Magazines OUT) and other restrictions not covered by the "Rights Usage Terms" field (or new PLUS rights related fields); information regarding the original means of capture (scanning notes, colourspace info) or other specific text information that the user may need for accurate reproduction; additional permissions or credits required when publishing.

Note: This field is "shared" with the "Instructions" field in the Origin panel of the Adobe File Info field.

Credit Line [Credit]

The Credit Line is a free-text field used by the supplier of the item to specify how the person(s) and/or organisation(s) should be credited when the image is published. More formal identifications of the creator or the owner of the copyright to this image can be indicated in other rights specific fields. In the IIM metadata this property was called "Credit" and was renamed to "Provider" in IPTC Core 1.0. It has been renamed to "Credit Line" in this latest version of the IPTC Core 1.1. as this is how the field has continued to be used.

Note: This field is "shared" with the "Credit" field in the Origin panel of the Adobe File Info field and the "Credit Line Text" field of the PLUS schema.

Source [Source]

The Source field should be used to identify the original owner or copyright holder of the photograph. The value of this field should never be changed after the information is entered following the image's creation. While not yet enforced by the custom panels, you should consider this to be a "write-once" field. The source could be an individual, an agency, or a member of an agency. To aid in later searches, it is suggested to separate any slashes "/" with a blank space. Use the form "photographer / agency" rather than "photographer/agency." Source may also be different from Creator and from the names listed in the Copyright Notice.

Note: This field is "shared" with the "Source" field in the Origin panel of the Adobe Photoshop File Info field.

Copyright Notice [CopyrightNotice]

The Copyright Notice should contain any necessary copyright notice for claiming the intellectual property, and should identify the current owner(s) of the copyright for the photograph. Other entities like the creator of the photograph may be added in the corresponding field. Usually, the value for this copyright notice would be the photographer, but if the image was done by an employee or as work-for-hire, then the agency or company should be listed. Use the form appropriate to your country.

For the United States you would typically follow the form of ©<date of first publication> name of copyright owner, as in "©2010 John Doe." Note, the word "copyright" or the abbreviation "copr" may be used in place of the © symbol. In some countries only the copyright symbol is recognized and the abbreviation does not work. Furthermore the copyright symbol must be a full circle with a "c" inside; using something like (c) where the parentheses form a partial circle is not sufficient. For additional protection worldwide, use of the phrase, "All Rights Reserved" following the notice above is encouraged.

In Europe you would use: Copyright {Year} {Copyright owner}, all rights reserved.

In Japan, for maximum protection, the following three items should appear in the copyright field of the IPTC Core: (a) the word, Copyright; (b) year of the first publication; and (c) name of the copyright holder. You may also wish to include the phrase "all rights reserved."

Notes on usage rights should be provided in the "Rights Usage Terms" field.

Note: This field is "shared" with the "Copyright Notice" field in the Description panel of the Adobe File Info field.

Rights Usage Terms   **[RightsUsageTerms]**
The Rights Usage Terms field should include free-text instructions on how this photograph can be legally used. For example, if you are submitting the image(s) for consideration only, you can indicate that, and stipulate that no reproduction is allowed without permission being negotiated in advance. The PLUS fields of the IPTC Extension can be used in parallel to express the licensed usage in more controlled terms. In addition, a PLUS "Media Summary Code" may be entered in this field to more accurately describe any permissions and constraints associated with the image. It is strongly encouraged that you use a standardised set of terms or controlled vocabulary when populating this field.

IPTC Extension 1.1

The field below is shown at the top of all IPTC Extension panels:

Digital Image GUID   **[DigImageGUID]**
The Digital Image GUID is a globally unique identifier for this digital image. You cannot change this input manually via this panel, this value can only be modified by authorised systems.
It is created and applied by software at the time of its creation, at exactly what point in a photo workflow this is done has to be decided by the company managing the images as it has to provide the software for generating appropriate IDs. This value shall not be changed after that time.
For more information about this field and its technical requirements please check the IPTC Photo Metadata Standards specification file which can be obtained from http://www.iptc.org/photometadata/
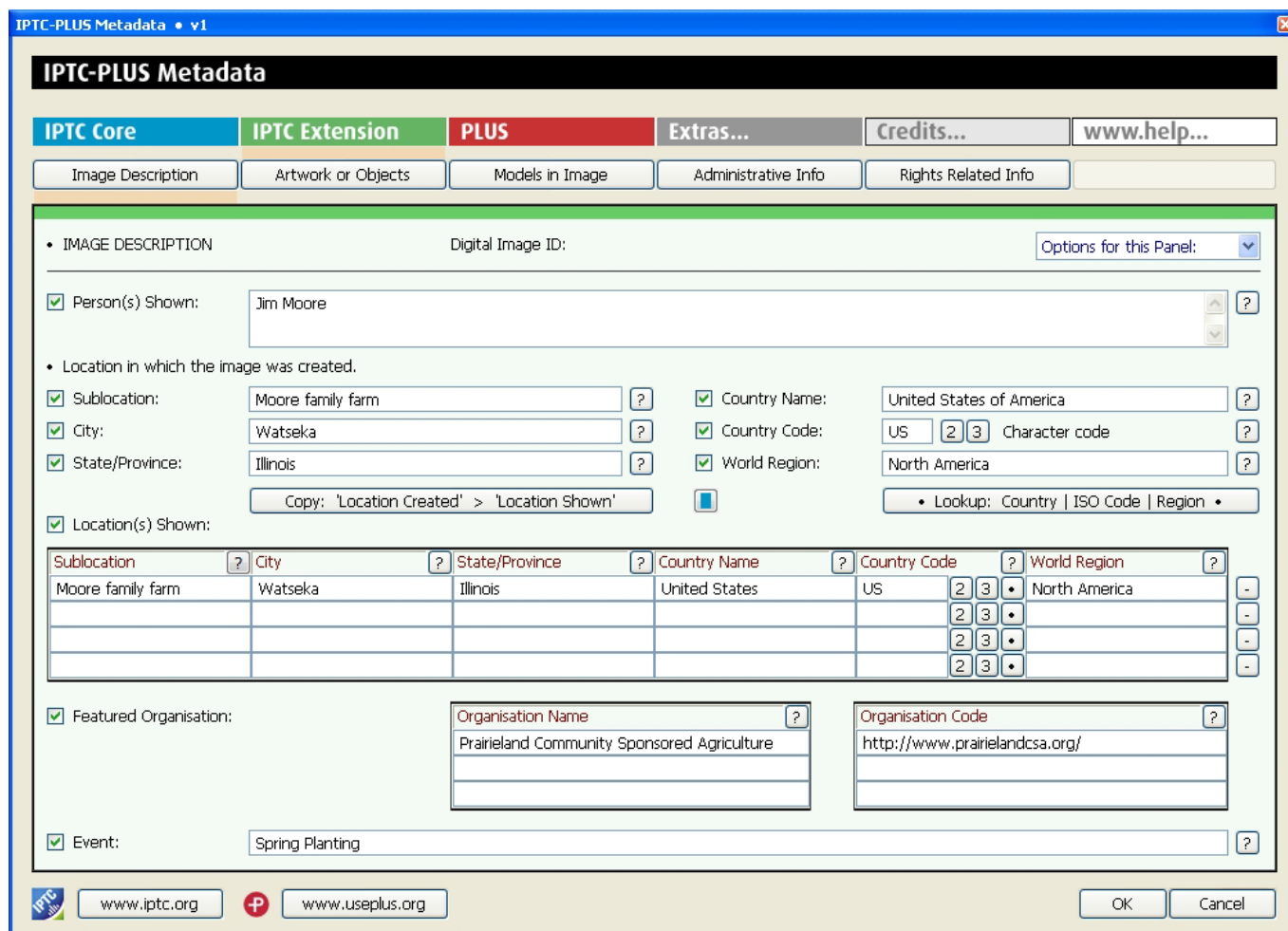
IPTC Extension 1.1 Image Description

(use this section to record descriptive information about the image)

Person Shown in the Image   [PersonInImage]

Use this field to note the name of a person or persons shown in the image. Typically these would be recorded as they would be typed in a query, first name / last name (given name / surname). If indicating more than one name, you can use commas, or semicolons to separate the names.

Geographic Fields

This set of geographic location information notes where you were standing at the time the image was taken as well as the location that is seen in the image (which may be different). Both Location Created and Location Shown consist of a series of fields showing the sequence from narrow to broad, starting with the Sublocation details, such as the name of a building or even room number and expanding outward to the World Region.

Location in which the image was created

Use this set of fields to record the location where the photo was taken. If the location depicted in the image is different from the location where the photo was taken then the IPTC Extension field *"Location Shown in the Image"* should be used to note the difference. For example, if you are photographing a mountain with a telephoto lens from a distance, it is possible that you may be standing on the other side of a state or even country border.

Sublocation   [LocationCreated/Sublocation]

Use this field to record the name of the sublocation of the location where the image was created. This sublocation name could be the name of a specific area within a city (Manhattan) or the name of a well-known location

(Pyramids of Giza) or (natural) monument outside a city (Grand Canyon). This might be, for example, the street address of a building, the name of a stadium, or other structure within a city. Since sublocations are something more specific than a city this narrowest element is at the fifth level of a top-down geographical hierarchy.

City   **[LocationCreated/City]**
Use this field to record the name of the city of the location where the image was created. This element is at the fourth level of a top-down geographical hierarchy.

Province/State   **[LocationCreated/ProvinceState]**
Use this field to record the name of a subregion of a country – such as a province or state - of the location where the image was created. This element is at the third level of a top-down geographical hierarchy.

Country Name   **[LocationCreated/CountryName]**
Use this field to record the full name of the country of the location where the image was created. The full name should be expressed as a verbal name and not as a code, the ISO country code should be placed in the field titled Country Code. This element is at the second level of a top-down geographical hierarchy.

Country Code   **[LocationCreated/CountryCode]**
Use this field to record the ISO country code of the location where the image was created. This element is at the second level of a top-down geographical hierarchy.
Country codes should be displayed as upper-case letters (US not us), and may be either two- or three-letter codes as defined by the ISO 3166 standard. You can use the **Lookup: Country | ISO Code** button on the panel to enter this information. The full name of a country should go to the "Country Name" field.

World Region   **[LocationCreated/WorldRegion]**
Use this field to record the name of the world region of the location where the image was created. Note, the relationships established by the built-in list are only offered as "suggestions" and the user is free to enter another World Region if they choose. This element is at the first (top) level of a top-down geographical hierarchy.

Location Shown in the Image

This field provides a means to record structured data regarding the location shown in the image. This field should contain a set of values different from those in the "Location in which the image was created" section in situations where the subject shown in the image is different from the location depicted in the image. If the locations are the same you can use the "Copy this location into 'location shown'" button to automate the data entry. If needed you can remove an entire row using the minus "-" button to the right of the row, and the row below will be lifted up to replace the entire entry. Note: there is a button which repeats Location Created in the Location Shown field.

Sublocation   **[LocationShown/Sublocation]**
Use this field to record the name of the sublocation which is shown in the image. This could either be the name of a borough or territorial division of a city or the name of a well known location or (natural) monument outside a city. This might be, for example, the street address of a building, the name of a stadium, or other structure within a city. Since sublocations are something more specific than a city this narrowest element is at the fifth level of a top-down geographical hierarchy.

City   **[LocationShown/City]**
Use this field to record the name of the city of the location which is shown in the image. This element is at the fourth level of a top-down geographical hierarchy.

Province or State   **[LocationShown/ProvinceState]**
Use this field to record the name of a subregion of a country –such as a province or state - of the location which is shown in the image. This element is at the third level of a top-down geographical hierarchy.

Country Name   **[LocationShown/CountryName]**

Enter the full name of the country which is shown in the photograph. The full name should be expressed as a verbal name and not as a code, the ISO country code should be placed in the field titled Country Code. This element is at the second level of a top-down geographical hierarchy.

Country Code   **[LocationShown/CountryCode]**

Use this field to record the ISO country code of the location which is shown in the image. This element is at the second level of a top-down geographical hierarchy.

Country codes should be displayed as upper-case letters (US not us), and may be either two- or three-letter codes as defined by the ISO 3166 standard. You can use the **Lookup: Country | ISO Code | Region** button on the panel to enter this information. The full name of a country should go to the "Country Name" field.

World Region   **[LocationShown/WorldRegion]**

Use this field to record the name of the world region of the location that is shown in the image. Note, the relationships established by the built-in list are only offered as "suggestions" and the user is free to enter another World Region if they choose. This element is at the first (top) level of a top-down geographical hierarchy.

Organisation (including companies) featured by the image

IPTC Extension provides two fields for this purpose. They can be used to identify an organisation by its name and/or by a code (or identifier) used by e.g. a stocks exchange. Because these two fields are not strictly linked, one cannot indicate "this company has the name ACME **and** its stock exchange ID NACME" in a single input row, these values can only be input independently. However, searching for photos of a company will work in any case, one need only decide whether to search by name or by code.

Featured Organisation Name   **[OrganisationInImageName]**

Use this field to indicate the full name of the organisation or company which is featured in the image. You may wish to supplement this information using values from a controlled vocabulary which are stored in the Organisation Code field (see below).

Featured Organisation Code   **[OrganisationInImageCode]**

Use this field to note a Code from a known controlled vocabulary for identifying the organisation or company which is featured in the image. As one example, you could list the stock ticker symbol such as MSFT (Microsoft) or ADBE (Adobe).

Event   **[Event]**

Use this field to name or describe the specific event at which the photo was taken. Rather than use generic terms such as: press conference, race or festival; be specific and write, Archimedes press conference, The Great Steamboat Race, or Maui Classical Music Festival. This could make it easier to locate the image later. If this is a sub-event of a larger event both can be provided in the field: e.g. Soccer World Cup 2010 (South Africa): opening ceremony.

IPTC Extension 1.1 Artwork or Objects

(use this section to record information about artwork or objects in the image)

Art Object/Cultural Heritage Metadata

Artwork or Object in the Image   **[ArtworkOrObject]**

You can use this structured set of metadata fields to record information about artwork or other objects in the image that may have intellectual property rights of their own such as paintings, sculptures, and other forms of artwork.

Title   **[ArtworkOrObject/AOTitle]**

Use this field if the artwork or object in the image has been given a reference name or title (such as an accession number/name). Do not confuse this with the Title field that is part of the IPTC Core and IPTC-IIM metadata.

Date Created   **[ArtworkOrObject/AODateCreated]**

Use this date field to designate the date (and optionally the time) that artwork or objects in the image were created. This option should only be used when you need to identify paintings, sculptures or other artwork or objects that have associated intellectual property rights of their own. Please note that historical dates can be handled differently by different operating systems. For historical dates it may be advisable to enter the date also in the description field. Also note that partial dates, e.g. just the year, may also read differently. Do not confuse this field value with the Date Created field that is part of the IPTC Core and IIM metadata.

Creator   **[ArtworkOrObject/AOCreator]**

Use this field to record the name of the artist who has created artwork or others objects that are in the image and may have associated intellectual property rights. In cases where the artist cannot or should not be identified, the name of a company or organisation may be used if appropriate.

Source   **[ArtworkOrObject/AOSource]**

If you know the name of the organisation or body that holds or has registered the artwork or object in the image for inventory purposes, you can indicate that in this field.

Source Inventory Number   **[ArtworkOrObject/AOSourceInvNo]**

If there is an inventory number that was issued by the organisation or body holding and registering the artwork or object shown in the image, you can indicate that inventory number in this field.

Copyright Notice   **[ArtworkOrObject/AOCopyrightNotice]**

Contains any necessary copyright notice for claiming the intellectual property for artwork or an object in the image and should identify the current owner of the copyright of this work with associated intellectual property rights.

IPTC Extension 1.1 Models in Image

(use this section to record information about models in the image)

Additional Model Information   **[AddlModelInfo]**

The Additional Model Information field can be used to record information about the ethnicity and other facets of the model(s) in a model-released image. Use the Model Age field to note the age of model(s).

Model Age   **[ModelAge]**

Age of the human model(s) at the time this image was taken in a model released image. As the information in this field is primarily to aid in searches, there is no requirement regarding the order of the ages if there is more than one model in the image. Adding age information is optional, and we recommend that you do not guess at the age(s) of the models, but only enter that information if the age of the model is known. The user should be aware of any legal implications of providing ages for young models. Ages below 18 years should not be included.

Minor Model Age Disclosure (PLUS)   **[MinorModelAgeDisclosure]**

Age of the youngest model pictured in the image, at the time that the image was made. This age should not be displayed to the public on open web portals and the like. But it may be used by image repositories in a B2B (Business to Business) environment, to facilitate compliance with applicable laws governing the use of the likeness of minors. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Model Release Status (PLUS)   **[ModelReleaseStatus]**

This field summarises the availability and scope of model releases authorizing usage of the likenesses of persons appearing in the photograph. There are four possible values: *None* (no release is available), *Not Applicable* (there are no recognizable people in the image), *Unlimited Model Releases* (releases are available for all people in the image), and *Limited or Incomplete Model Releases* (there are releases for some of the people in the image). We recommend that the PLUS controlled value *Unlimited Model Releases* (MR-UMR) be used sparingly, and encourage you to check the wording of the model release thoroughly before choosing this value. *This is a PLUS version 1.2 property that is included in the IPTC Extension schema.*
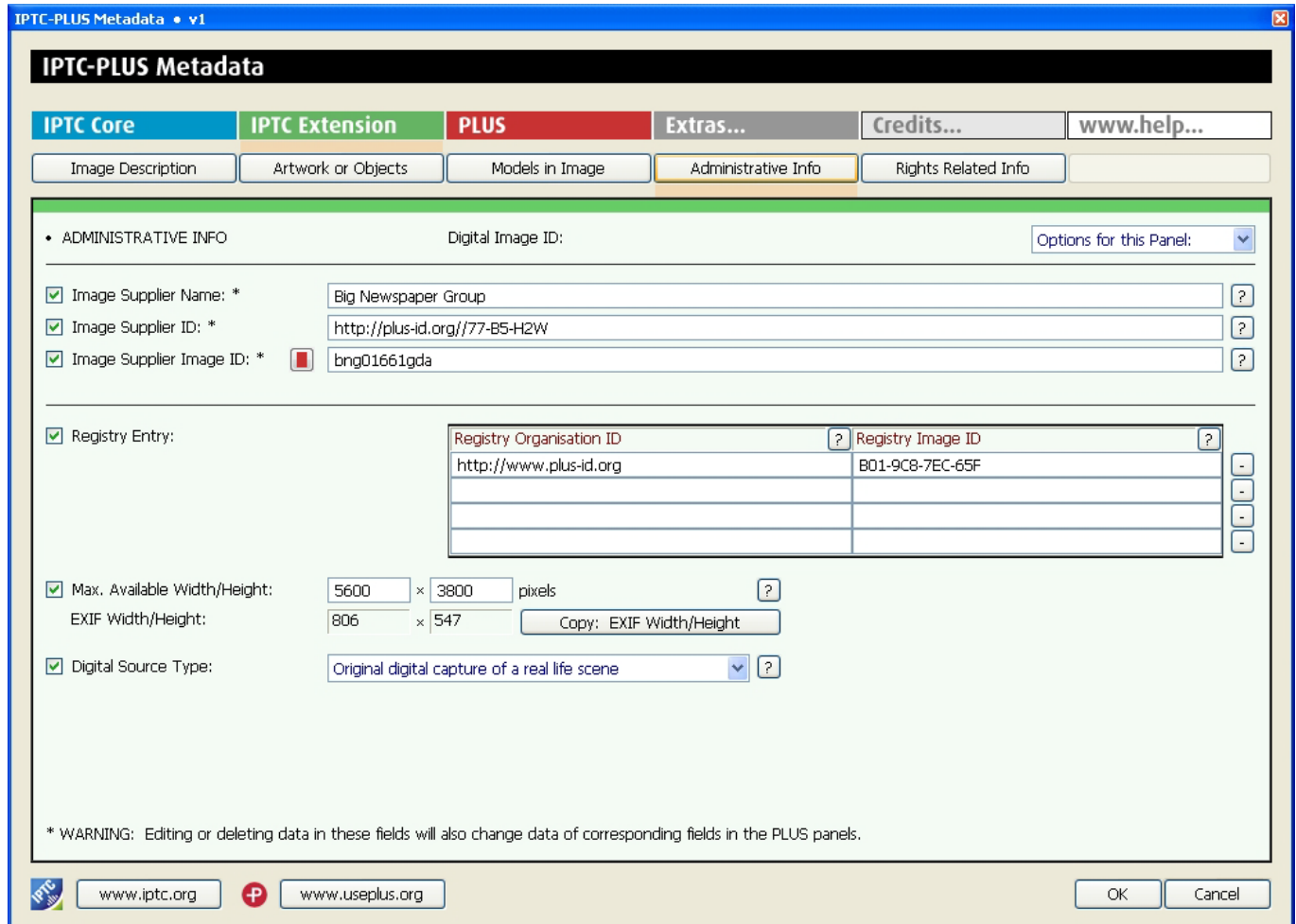
Model Release ID(s) (PLUS)   **[ModelReleaseID]**

Use this field to indicate the ID for each Model Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field. If you don't already include an ID name/number on your releases, consider adding one as this will make it easier to cross reference. If your identifier refers to an actual digital file, such as a PDF, you might want to include the extension, such as "prid01234.pdf", in this field. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

IPTC Extension 1.1 Administrative Information
(use this section to record administrative information about the image)

General note: some fields in this section were adopted from the PLUS picture licensing standard (www.useplus.org) – to avoid having metadata fields for the same purpose from different standardisation bodies.

Image Supplier Name (PLUS)   [ImageSupplier]
Use this field to identify the most recent supplier of the image by name (this may not necessarily be its owner or creator. It could be a stock agency, library, or other distributor). For identifying the supplier please use a well known and/or registered company name. This property inherits the semantics of the previous "Provider" field (IPTC Core 1.0), which was renamed "Credit line." *This field is "shared" with the field of the same name in the Image Supplier Info section of the Image Panel of the PLUS Schema.*

Image Supplier ID (PLUS)   [ImageSupplierID]
Use this optional field to identify the most recent supplier of the image by a recognized ID such as a PLUS ID or Company URL (this may not necessarily be its owner or creator. It could be a stock agency, library, or other distributor). If the PLUS-ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID. This property succeeds the Provider property of IPTC Core 1.0 by its semantics as that Provider was renamed to Credit Line. *This field is "shared" with the field of the same name in the Image Supplier Info section of the Image Panel of the PLUS Schema.*

Image Suppliers Image ID (PLUS)   **[ImageSupplierImageID]**
This optional identifier may be assigned by the Image Supplier to an image in order to facilitate management of the image in Image Supplier systems. *This field is "shared" with the field of the same name in the Image Supplier Info section of the Image Panel of the PLUS Schema.*

Registry Identification Metadata
Image Registry Entry   **[RegistryID]**
This entry area contains both a Registry Organisation Identifier and a Registry Item Identifier to record any registration of this digital image with a registry. Typically an ID from a registry is negotiated and applied after the creation of the digital image. Any user interface implementation must show both sub-properties - Item ID and Organisation ID - as corresponding values. Further an input to both fields should be made mandatory.

Registry Organisation Identifier {registry entry detail}   **[RegistryID/RegOrgID]**
Use this field to enter an identifier for the registry which issued the corresponding Registry Image ID used in the field above. As one example, if the identifier for the image was issued by the PLUS Registry this field takes an identifier for this registry as whole, such as http://www.plus-id.org.

Registry Item Identifier {registry entry detail}   **[RegistryID/RegItemID]**
A unique identifier created by a registry and applied by the current manager of the digital image. This value should not be changed after being applied. This identifier is linked to a corresponding Registry Organization Identifier, see above. This identifier may be globally unique itself, but it must be unique for the issuing registry.

Max Avail Width/Height   **[MaxAvailWidth] [MaxAvailHeight]**
Use this field to record the maximum available width and height in pixels of the original photo from which this photo has been derived by downsizing (enter the highest available resolution for the original). Below the data entry fields, you can see the current width and height values from the Exif Metadata. Pressing the "Copy: Exif Size" button will automatically copy those values into their respective fields. Note, pay attention when using this with in-camera JPEGs as vertical images may have their width and height values swapped.

Digital Source Type   **[DigitalSourceType]**
This field is a controlled value list that can be used to indicate from what type of source the digital image was created. The corresponding vocabulary, provided by the IPTC, includes these values:
    Original digital capture of a real life scene – should be used for all shots of real-life, including at photo studios
    Digitised from a negative on film – should be used with b&w or colour negatives from film scanners
    Digitised from a positive on film – should be used with slides or transparencies from film scanners
    Digitised from a print on non-transparent medium – should be used with flat-bed scanners or any special document capturing cameras.
    Created by software –should be used for all kinds of computer generated images (CGI), such as images composited from several different photos and/or graphic elements, or images created entirely in the computer.
The reference for this CV can be found at this Web address = http://cv.iptc.org/newscodes/digitalsourcetype/
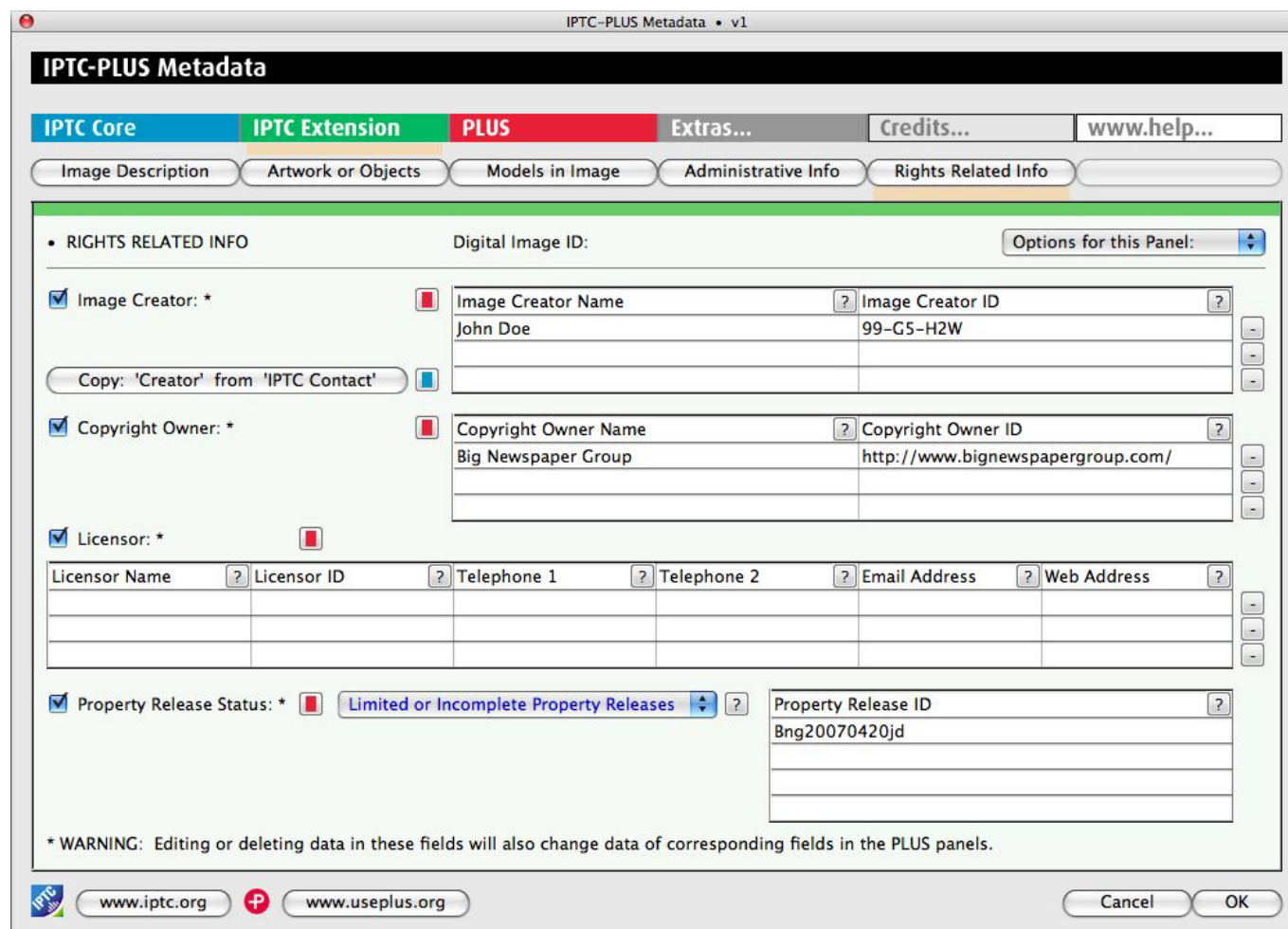
IPTC Extension 1.1 Rights Related Info
(use this section to record rights related information)

General note: All fields in this section were adopted from the PLUS picture licensing standard (www.useplus.org), as the result of ongoing close collaboration between the IPTC and the PLUS Coalition, in the interest of avoiding duplicate, redundant or conflicting metadata fields, and to ensure that standardisation of rights metadata fields (in particular) represents the result of consensus between creators, distributors and users.

Image Creator (PLUS)   **[ImageCreator]**

This field can be used to indicate the creator or creators of the image by both name and identifier. The creator can be also be expressed in free-text using the IPTC Core **Creator** field. Note: the Image Creator Name field allows for the specification of multiple creator names, and allows each name to be paired with an identifier. The Creator field (which is shared with the Dublin Core field) only allows for a single entry, and does not provide for the use of identifiers. In many countries, the Image Creator must be attributed in association with any use of the image. The Image Creator, Copyright Owner, Image Supplier and Licensor may be the same or different entities. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Copyright Owner (PLUS)   **[CopyrightOwner]**

This field can be used to indicate the owner or owners of the copyright in the licensed image by name and identifier. This serves to identify the rights holder/s for the image. The Copyright Owner, Image Creator, Image Source and Licensor may be the same or different entities. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Licensor (PLUS)   **[Licensor]**

This set of fields should include information used to identify the persons or companies authorised to grant a license to use the image, or who has granted such a license for usage of the image. You can include: name, identifier, phone number, fax number, email address, and web address, for up to three licensors. For more details, see the Parties section in the PLUS schema discussed later in this guide. Note: clicking on any of the delete buttons (the "minus" button to the right of each row of the field) will remove all of the six columns in that particular row. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Property Release Status (PLUS)   **[PropertyReleaseStatus]**

This field summarises the availability and scope of property releases authorising usage of the properties appearing in the photograph. There are four possible values: None (no release is available), Not Applicable (there are no items requiring a property release in the image), Unlimited Property Releases (releases are available for all property shown in the image), and Limited or Incomplete Model Releases (there are releases for some property shown in the image). We recommend that the PLUS controlled value Unlimited Property Releases (PR-UPR) be used sparingly, and encourage you to check the wording of the property release thoroughly before choosing this value. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

Property Release ID(s) (PLUS)   **[PropertyReleaseID]**

Use this field to indicate the ID for each Property Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field. If your identifier refers to an actual digital file, such as a PDF, you might want to include the extension, such as "prid01234.pdf", in this field. *This is a PLUS version 1.2 property included in the IPTC Extension schema.*

PLUS 1.2 panels - overview
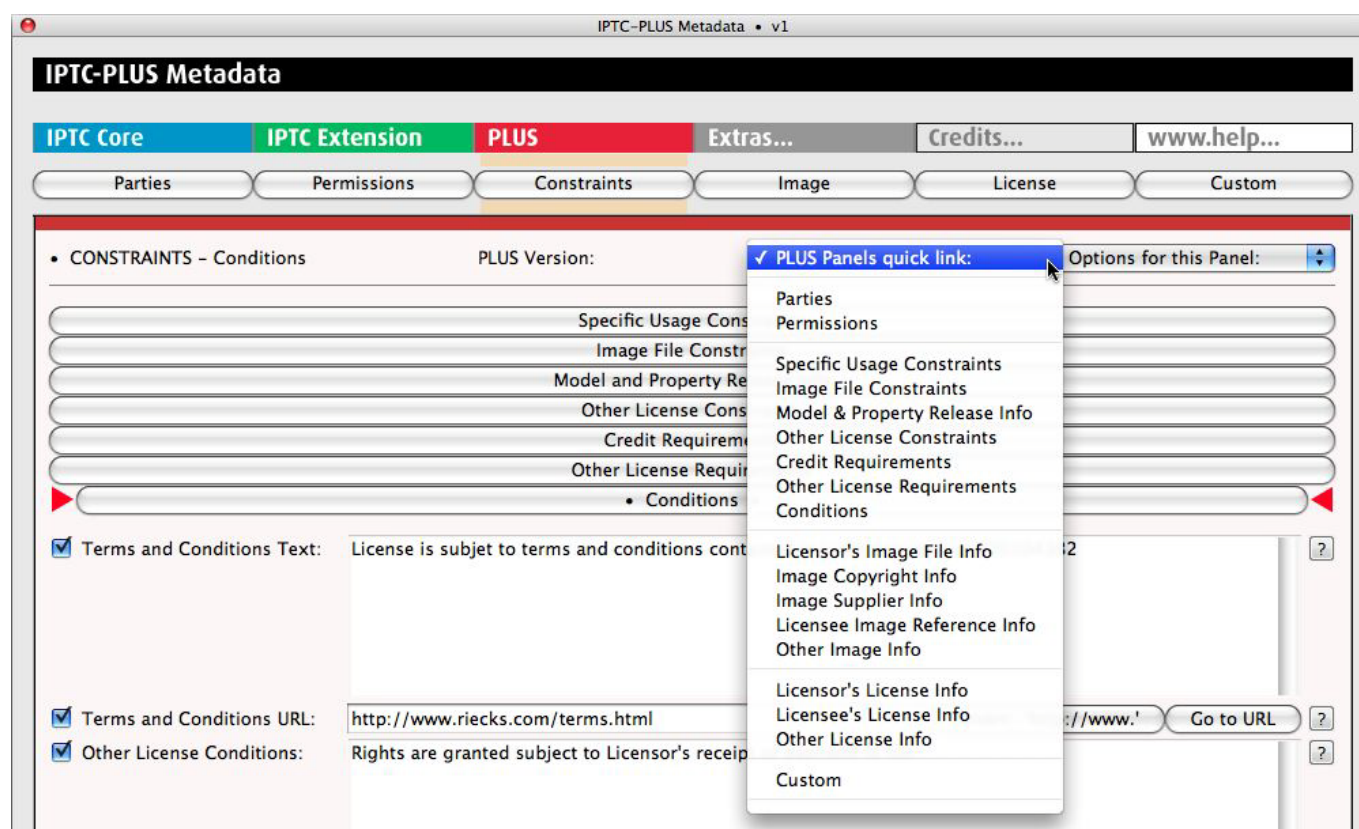
There are a sizeable number of PLUS fields, so to make navigating a bit easier, note that you can quickly jump to any of the sub-panels within a panel by using the pull-down menu as shown above.

PLUS 1.2 Parties

(use this section to record information about the parties involved in a license)

General note: a number of the fields in this section are shared with fields within the IPTC Extension, and a few within the IPTC Core. Any fields which are from a different schema are noted in parentheses following the field label.

Licensee Metadata

This is a set of coordinated values showing the party or parties to whom the license is granted by the Licensor/s under the license transaction.

In the event that the Licensor grants rights to two or more parties under the license, multiple Licensees may be listed.

Licensee Name   **[LicenseName]**

Use this field to record the name of each Licensee. The End User and Licensee may be the same or different entities. Some licenses permit use only by a named party or parties. In the event that the rights granted by the Licensor allow usage by more than one End User, multiple End Users may be listed.

LIcensee ID   **[LicenseeID]**

Use this field to record the Optional PLUS-ID identifying each Licensee. If the PLUS-ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

End User Metadata

This is a set of coordinated values showing the party or parties ultimately making use of the image under the license.

End User Name   **[EndUserName]**

Use this field to record the name of each End User. The End User and Licensee may be the same or different entities. Some licenses permit use only by a named party or parties. In the event that the rights granted by the Licensor allow usage by more than one End User, multiple End Users may be listed.

End User ID   **[EndUserID]**

Use this field to record the Optional PLUS-ID identifying each End User. If the PLUS-ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

Licensor Metadata

Use this set of fields to record the party or parties granting the license to the Licensee. This structure includes a set of terms which are used to identify the person or company that should be contacted to obtain a licence for using the image or that has licensed the image, including: name, identifier, street address, phone types, phone/fax numbers, email address, web address. Note: clicking on any of the delete buttons (the "minus" button to the right of each row of the field) will remove all of the twelve sub levels (both rows). *A portion of this set of PLUS version 1.2 properties (Licensor name, Licensor ID, Telephone 1, Telephone 2, Email Address and Web Address) are shared with the Licensor field in the IPTC Extension schema.*

Licensor Name (see also IPTC Extension)   **[LicensorName]**

Use this field to record the name of each Licensor. If a company, it is useful if the name provided in this field aligns with the legal requirements for company names as stated by the country in which the company is registered in.

Licensor ID (see also IPTC Extension)   **[LicensorID]**

Use this field to record an optional PLUS-ID identifying each Licensor. If the PLUS-ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

Licensor Address   **[LicensorStreetAddress]**

Use this field to record the Licensor street address, such as street name and/or number, or box number.

Licensor Address Detail   **[LicensorExtendedAddress]**

Use this field to name additional Licensor mailing address details. Examples: suite number, apartment number, floor, unit or room number.

Licensor City   **[LicensorCity]**

Use this field to record the Licensor City name.

Licensor State or Province   **[LicensorRegion]**

Use this field to record the Licensor State or Province name.

Licensor Postal Code   **[LicensorPostalCode]**

Use this field to record the Licensor Postal Code or Zip Code.

Licensor Country   **[LicensorCountry]**

Use this field to record the Licensor Country name.

Licensor Telephone 1 (see also IPTC Extension)   **[LicensorTelephone1]**

Use this field to record the Licensor Telephone number 1. Number should include country code, area code and any other codes necessary for international dialing. Also include telephone extensions, where applicable.

Licensor Telephone 2 (see also IPTC Extension)   **[LicensorTelephone2]**

Use this field to record the Licensor Telephone number 1. Number should include country code, area code and any other codes necessary for international dialing. Also include telephone extensions, where applicable.

Licensor Email Address (see also IPTC Extension)   **[Licensor Email]**

Use this field to record the preferred Licensor Email address such as name@domain.com

Licensor Web Address (see also IPTC Extension)   **[Licensor URL]**
Use this field to record the preferred web address for the Licensor such as as http://domain.com

Licensor Notes   **[Licensor Notes]**
Use this field to record supplemental information for use in identifying and contacting the Licensor/s. This might be something like "Licensing contact: Joe Acme" or related.

PLUS 1.2 Permissions

(use this section to record information about the permissions involved with the image)

Media Summary Code   **[MediaSummaryCode]**
Use this field to record the PLUS-standardized alphanumeric code string summarizing the media usages included in the license. Note that the Media Summary Code summarizes media usages but does not include any license-specific supplementary constraints, requirements and conditions applicable under the license.
The Create and Decode buttons at the left of the main data entry field will connect you to the PLUS website, provided you have internet access. The Create button will take you to the PLUS Media Selector where you may select from a series of menus to create a PLUS Media Summary Code.
[http://www.useplus.com/plusmediaselector/License/LicenseGenerator.aspx]. The Decode button uses the PLUS Decoder API to decode a stored Media Summary Code into a corresponding text description (see sample decoded media summary code below).

PLUS Decoder

Use the PLUS Decoder to transform any PLUS Matrix-ID or PLUS Media Summary Code into its text description.

Term	Value
Standard	PLUS
LDF Version	1.20
# of Media Usages	1
Usage #	A
Media	Editorial | Book | Retail Book (Illustrated Book) | Printed
Placement	Single Placement on Any Interior Page
Size	Up To 1/2 Page Image | Any Size Page
Version	Single Hardcover Edition
Quantity	Up To 25,000 Print Run
Duration	Up To 5 Years
Region(s)	Northern America | USA and Canada
Industry(ies)	Travel and Tourism
Language(s)	English
Exclusivity	Non-Exclusive

PLUS 1.2 Constraints

(use this section to record information about the constraints applying to the use of the image)

Specific Usage Constraints

License Start Date   [LicenseStartDate]
Use this field to indicate the date on which the license takes effect. The End Date is established by adding the Duration (specified using the Media Summary Code), to the License Start Date.

License End Date   [LicenseEndDate]
Use this field to indicate the date on which the license expires. End date may be derived by adding the Duration (specified using the Media Summary Code) to the Start Date.

Media Constraints   [MediaConstraints]
Use this field to indicate the constraints limiting the scope of PLUS Media Usage/s included in the license. Usage may be constrained to particular named media or to media not yet specifically defined in the PLUS Media Matrix. This may be used to narrow any usage defined in a PLUS Media Summary Code. For example you might indicate particular named publications, issues, editions or other media venues, or you might expressly exclude certain types of usage within a particular PLUS Media Usage — such as "Limited to insertions in California Backyard Living Magazine."

Region Constraints   [RegionConstraints]
Use this field to indicate any constraints limiting the scope of the geographic distribution to specific cities, states, provinces or other areas to be included in or excluded from the PLUS Regions specified in the Media Usages

specified in the license. As the PLUS Matrix does not include the name of every location on earth, Region Constraints can be used to more narrowly define the scope of geographic distribution allowed under a license, such as a specific locality — for example, "Limited to distribution in Tarzana, California, USA only."

Product Or Service Constraints   **[ProductOrServiceConstraints]**
Use this field to indicate any constraints limiting usage of the image to promotion of/association with a named product or service. Some licenses are limited to use with a specific product or service — for example, "Limited to advertising for XYZ Jacuzzi Company only."

Image File Constraints

Image File Constraints   **[ImageFileConstraints]**
Use this field to indicate any constraints on the changing of the image file name, metadata or file type. There are four possible values: Maintain File Name, Maintain ID in File Name, Maintain Metadata, and Maintain File Type. You can indicate one or more of these values by checking them in this interface, or trigger All or None using the optional buttons. When metadata is deleted from an image file, the PLUS license metadata is lost, as is other information essential to the ability of the Licensee and other parties to determine the scope of the license. While revision or replacement of the Licensor's image file name may be necessary in certain situations, it is often possible to maintain the License ID as an element of the file name, while replacing other elements of the file name. If Licensor and Licensee agree to maintain a PLUS License ID within in the image file name, license information may be more easily recovered in the event of metadata loss. In certain situations the Licensor may require that the metadata and/or file type be maintained.

Image Alteration Constraints   [ImageAlterationConstraints]

Use this field to indicate any constraints on alteration of the image by cropping, flipping, retouching, colourization, de-colourization or merging. Certain alterations of the image may be prohibited for artistic, legal or other reasons. There are six possible values: No Cropping, No Flipping, No Retouching, No Colourization, No De-Colorization and No Merging. You can indicate one or more of these values by checking them in this interface, or trigger **All** or **None** using the optional buttons.

Image Duplication Constraints   [ImageDuplicationConstraints]

Use this field to indicate any constraints on the creation of duplicates of the image. There are three possible values in this pull-down field: No Duplication Constraints, Duplication Only as Necessary Under License, or No Duplication. Certain types of licenses (such as licenses for display or personal use of prints) may prohibit duplication.

Model and Property Release Info

Model Release Status (see also IPTC Extension)   [ModelReleaseStatus]

This field summarizes the availability and scope of model releases authorizing usage of the likenesses of persons appearing in the photograph. There are four possible values: *None* (no release is available), *Not Applicable* (there are no recognizable people in the image), *Unlimited Model Releases* (unrestricted releases are available for all people in the image), and *Limited or Incomplete Model Releases* (there are releases for one or more of the people in the image, OR, one or more of the releases include restrictions). We recommend that the PLUS controlled value *Unlimited Model Releases* (MR-UMR) be used sparingly, and encourage you to check the wording of the model release thoroughly before choosing this value. *This is a PLUS version 1.2 property which is also included in the IPTC Extension schema.*

Model Release ID(s) (see also IPTC Extension) **[ModelReleaseID]**

Use this field to indicate the ID for each Model Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field. If your identifier refers to an actual digital file, such as a PDF, you might want to include the extension, such as "prid01234.pdf", in this field. *This is a PLUS version 1.2 property which is also included in the IPTC Extension schema.*

Minor Model Age Disclosure **[MinorModelAgeDisclosure]**

Age of the youngest model pictured in the image, at the time that the image was made. This age should not be displayed to the public on open web portals and the like. But it may be used by image repositories in a B2B (Business to Business) environment, to facilitate compliance with applicable laws governing the use of the likeness of minors. *This is a PLUS version 1.2 property which is also included in the IPTC Extension schema*.

Property Release Status (see also IPTC Extension) **[PropertyReleaseStatus]**

This field summarizes the availability and scope of property releases authorizing usage of the properties appearing in the photograph. There are four possible values: None (no release is available), Not Applicable (there are no properties requiring a property release in the image), Unlimited Property Releases (unrestricted releases are available for all property shown in the image), and Limited or Incomplete Model Releases (there are releases for one or more properties shown in the image, OR, one or more of the releases include restrictions). We recommend that the PLUS controlled value Unlimited Property Releases (PR-UPR) be used sparingly, and encourage you to check the wording of the property release thoroughly before choosing this value. *This is a PLUS version 1.2 property which is also included in the IPTC Extension schema.*

Property Release ID(s) (see also IPTC Extension) **[PropertyReleaseID]**

Use this field to indicate the ID for each Property Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field. If your identifier refers to an actual digital file, such as a PDF, you might want to include the extension, such as "prid01234.pdf", in this field. *This is a PLUS version 1.2 property which is also included in the IPTC Extension schema.*

Other License Constraints

Other License Constraints   **[OtherConstraints]**
Use this field to indicate any additional constraints on the license. These constraints may limit the scope of usage allowed under the license.

Credit Requirements

Credit Line Required   [CreditLineRequired]
Use this field to indicate attribution requirements for the use of the image, if any. There are four possible values: Not Required, Credit on Image, Credit Adjacent To Image, or Credit in Credits Area. If a Credit Line is required, any text specified in "Credit Line Text" field must be used in the position indicated. This credit may provide attribution for the Licensor, Creator, Source, Rights Owner, or any other party.

Credit Line Text (IPTC Core)   [photoshop/Credit]
Use this field to indicate the text of the attribution or notice that must appear (if required) in conjunction with the image or reproduction of the image. This may include copyright notice or other required information specified by Licensor, such as the copyright year. Eliminates ambiguity and avoids misunderstandings as to the content of required credit lines. *This is an IPTC-Core version 1.1 property included in the PLUS schema.*

Other License Requirements

Adult Content Warning   **[AdultContentWarning]**
Use this warning to indicate the presence of content not suitable for minors. There are three possible values for this field: Not Required, Adult Content Warning Required, or Unknown. The use of this pull-down notifies licensees, end users and other parties that usage of the image may require an adult content warning and/or technical measures to prevent minors from viewing the image.

Other License Requirements   **[OtherLicenseRequirements]**
Use this field to indicate additional license requirements, such as "Licensee to provide Licensor with 3 copies of each advertisement."

Conditions

Terms and Conditions Text   **[TermsAndConditionsText]**
Use this field to indicate additional Terms and Conditions applying to the license, such as, "License is subject to terms and conditions contained in Licensor's invoice #43282." Doing this provides easy access to additional information not otherwise expressed in the PLUS License Data Format, allowing the Licensee to better determine the scope of the license. If both *Terms And Conditions Text* and *Terms And Conditions URL* are specified, this entry will take precedent.

Terms and Conditions URL   **[TermsAndConditionsURL]**
Use this field to indicate the URL to visit regarding the Terms and Conditions applying to the license, such as http://www.acmephotostudio.net/terms.htm or similar. Doing this provides another method to access stored specific or general terms and conditions. Provides access to additional information not otherwise expressed in the PLUS License Data Format, allowing the Licensee to better determine the scope of the license. The Terms And Conditions Text takes precedence if it is filled out.
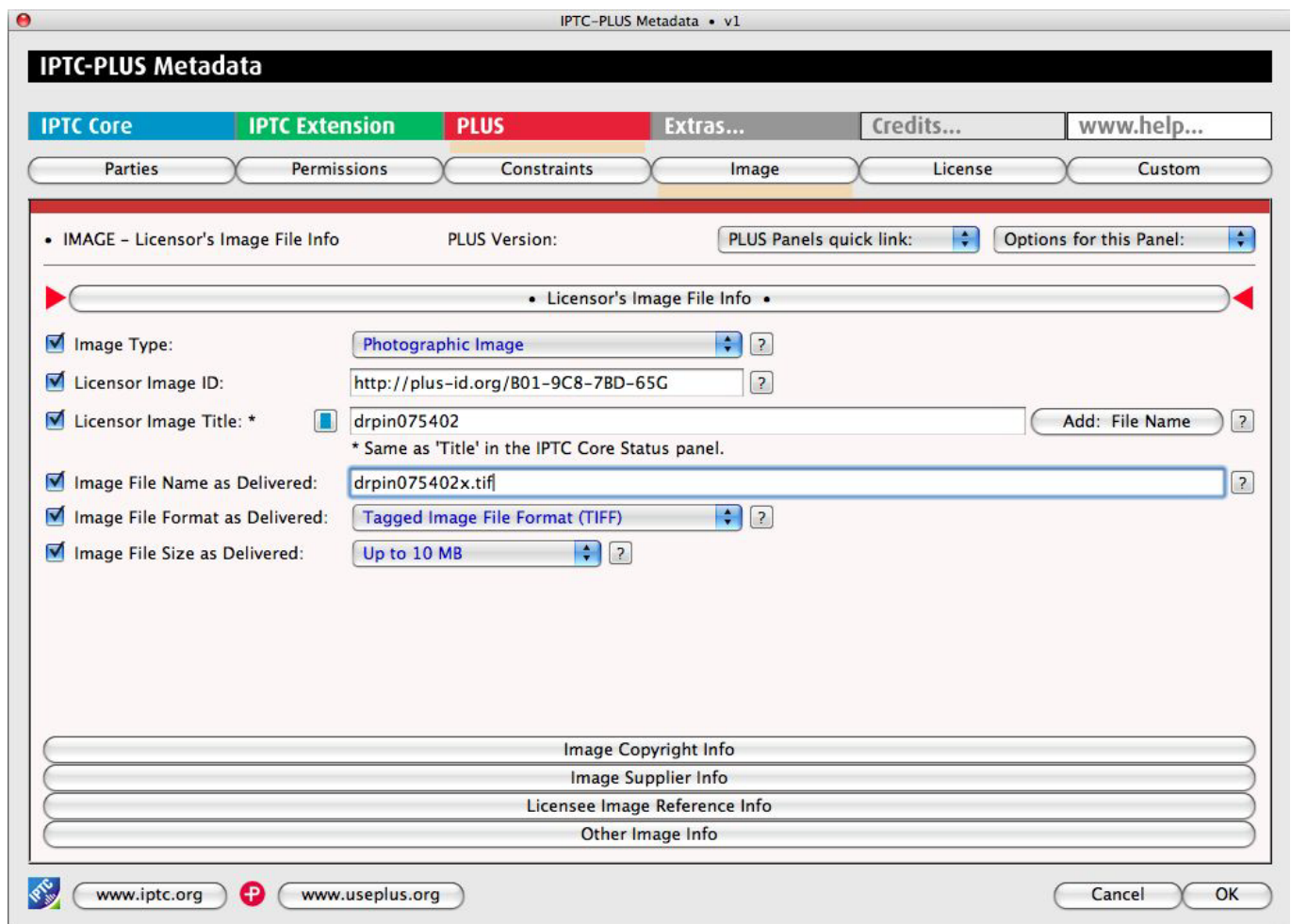
Other License Conditions   **[OtherLicenseConditions]**
Use this field to indicate any additional license conditions. For example, If desired, you could include "Rights are granted subject to Licensor's receipt of payment in full."

PLUS 1.2 Image

(use this section to record information about the image license)

Licensor's Image File Info

Image Type   [ImageType]

Use this field to identify the type of image delivered. There are five possible values in the pull-down menu: Photographic Image, Illustrated Image, Multimedia or Composited Image, Video, or Other. PLUS provides a Picture Licensing Glossary at http://www.useplus.org/.

Licensor Image ID   [LicensorImageID]

Use this field to indicate an optional identifier assigned by the Licensor to the image. This information can facilitate precise identification of the image in license communications., and allows for a particular license to be matched to its corresponding image in the event that the image is separated from the license. If the ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

Licensor Image Title (IPTC Core)   [dc/title]

Use this field to indicate a title, name or other descriptive reference associated with the image. *Note: This field is "shared" with the "Document Title" field in the Description panel of the Adobe Photoshop File Info field, and the IPTC Status panel of the IPTC Core Schema. This is an IPTC-Core version 1.1 property included in the PLUS schema.*

Image File Name as Delivered   [FileNameAsDelivered]

Use this field to identify the name of the image file delivered to the Licensee for use under the license. For example: AcmePhotoStudio_XYZ_Model1234_LU4-E23-BMC-93R.jpg. Placing the file name in this field memorializes the name of the file delivered, for use in identification of that file on the Licensee's systems. In the event that file name retention is required, this serves to record and establish the correct file name.

Image File Format as Delivered   [FileFormatAsDelivered]

Use this field to identify the file format delivered to the Licensee for use under the license. There are twelve values in this pull-down menu:

JPEG Interchange Formats (JPG, JIF, JFIF), Tagged Image File Format (TIFF), Graphics Interchange Format (GIF), Proprietary RAW Image Format, Digital Negative (DNG), Encapsulated PostScript (EPS), Windows Bitmap (BMP), Photoshop Document (PSD), Macintosh Picture (PICT), Portable Network Graphics (PNG)), Windows Media Photo (HD Photo), and Other. This serves to memorializes the file type delivered; and in the event that alteration of the file format is prohibited, serves to establish the correct file format.

Image File Size as Delivered   **[ImageFileSizeAsDelivered]**
Use this field to identify the approximate size of the file delivered to the Licensee for use under the license. There are five possible values in the pull-down menu: Up to 1 MB, Up to 10 MB, Up to 30 MB, Up to 50 MB, Greater than 50 MB. This memorializes the size of the file delivered by the Licensor; which may be useful for dealing with licenses which specify a maximum file size.

Image Copyright Info

Copyright Owner Metadata
Use this set of fields to record the owner or owners of the copyright / rights holder(s) in the licensed image. Note that the Copyright Owner, Image Creator, Image Supplier and Licensor may be the same or different entities. *This set of PLUS version 1.2 properties is included in the Rights Related Info panel of the IPTC Extension schema.*

Copyright Owner Name (see also IPTC Extension)   [CopyrightOwnerName]
Use this field to record the name of the Copyright owner or Rights Holder for the image. The name provided by this field should align with the legal requirements for company names as stated by the country in which the company is registered in.

Copyright Owner ID (IPTC Extension)   [CopyrightOwnerID]
Use this field to record an optional identifier applying to the Copyright Owner of the image. If the information being stored in this field is a PLUS-ID registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

Copyright Owner Image ID   [CopyrightOwnerImageID]
Use this field to indicate an optional identifier assigned by the Copyright Owner to the image, such as http://plus-id.org/ContentID. Information such as a URI (Universal Resource Identifier), or other ID may be used to facilitate management of the image in any system.

Copyright Status   [CopyrightStatus]
Use this field to indicate the Copyright status of the image. There are three possible values in this pull-down menu: Protected, Public Domain, or Unknown. *Note: This is not the same as the Copyright Status pull-down feature included in the Description panel when viewed in Photoshop CS5 File Info.*

Copyright Registration Number   [CopyrightRegistrationNumber]
Use this field to record the Copyright Registration Number (if any), applying to the licensed image. Note: Copyright registration is optional in most countries.

Creation Date (IPTC Core)   [photoshop:DateCreated]
Use this field to record the date on which the image was first created. Note: this may affect copyright protection in some countries. Due to space restrictions use the Date Created field in the IPTC Image Panel. Click on the blue link button with the label "Edit the 'Date' in IPTC Core Image panel", and use the options on that panel. To return, just click on the red link button in the IPTC Core panel. *Note: This field is "shared" with the "Date Created" field in the Origin panel/tab of the Adobe Photoshop File Info field, as well as the Date Created field in the IPTC Image panel of the IPTC Core schema. This is an IPTC-Core version 1.1 property included in the PLUS schema. There are options within that panel to automatically copy this information from the Exif metadata if that exists.*

First Publication Date   [FirstPublicationDate]
Use this field to record the date on which the image was first published. Note: this may affect copyright protection in some countries.

Image Creator Metadata
Use this set of fields to record information about the Creator/s of the image. In many countries, the Image Creator must be attributed in association with any use of the image. The Image Creator, Copyright Owner, Image Supplier and Licensor may be the same or different entities. *A portion of this set of PLUS version 1.2 properties is included in the Rights Related Info panel of the IPTC Extension schema.*

Image Creator Name (see also IPTC Extension)   [ImageCreatorName]
Use this field to record the name of the Image Creator. For example: Acme Photography Studio. When possible, the values stored in this field should be kept in sync with those in the Dublin Core field dc:creator. Note: the Image Creator Name field allows for the specification of multiple creator names, and allows each name to be paired with an identifier. Dublin Core field only allows for a single entry, and does not provide for the use of identifiers.

Image Creator ID (see also IPTC Extension)   [ImageCreatorID]
Use this field to record an optional PLUS-ID identifying each Image Creator. If the PLUS-ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

Image Creator Image ID   **[ImageCreatorImageID]**
Use this field to record an optional identifier, such as http://plus-id.org/ContentID, which may be assigned by the Image Creator to the image. This feature can be used to facilitate management of the image.

Image Supplier Info

Image Supplier Name (see also IPTC Extension)   **[ImageSupplierName]**
Use this field to record the name of the party providing the image to the Licensor or to the Licensee on behalf of the Licensor. In some instances, a Licensor serves as an agent or distributor for a third party supplying the image either to the Licensor, or directly to the Licensee. The Image Creator, Copyright Owner, Image Supplier and Licensor may be the same or different entities. *This field is "shared" with the field of the same name in Administrative Info panel of the IPTC Extension Schema.*

Image Supplier ID (see also IPTC Extension)   **[ImageSupplierID]**
Use this field to indicate an optional PLUS-ID identifying the Image Supplier. If the ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID. *This field is "shared" with the field of the same name in Administrative Info panel of the IPTC Extension Schema.*

Image Suppliers Image ID (see also IPTC Extension)   **[ImageSupplierImageID]**
Use this field to indicate an optional identifier assigned by the Image Supplier to the image. This information can facilitate precise identification of the image in license communications, and allows for a particular license to be matched to its corresponding image in the event that the image is separated from associated license documents. If the ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/ContentID. *This field is "shared" with the field of the same name in Administrative Info panel of the IPTC Extension Schema.*

Licensee Image Reference Info

Licensee Image ID   [LicensorImageID]
Use this field to indicate an optional identifier assigned by the Licensee to the image, such as "MK-998-01." This feature can be used to facilitate management of the image. If the ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL.

Licensee Image Notes   [LicenseeImageNotes]
Use this field to record notes added by Licensee, such as "Pictured models also appear in Job Number MK-967." This feature can be used to facilitate management of the image in Licensee systems.

Other Image Info
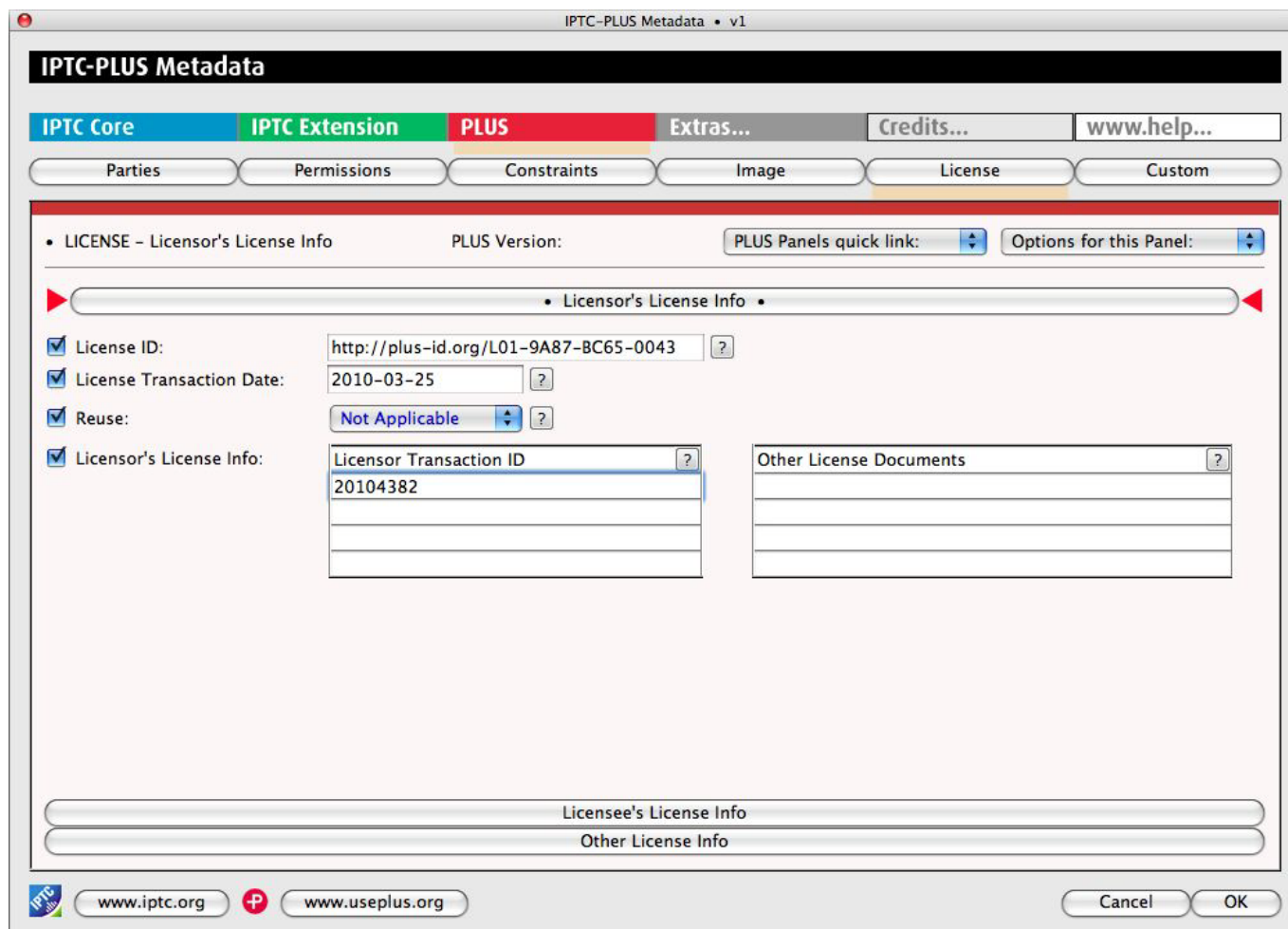
Other Image Info   **[OtherImageInfo]**
Use this field to indicate any additional image information. For example: "Similar alternative images from this session are available for licensing upon request."

PLUS 1.2 License

(use this section to record information about the image license)

Licensor's License Info

License ID   [LicenseID]
Use this field to indicate an optional PLUS-ID assigned by the Licensor to the License. Use of this feature can facilitate recovery of license information if other parts of the metadata are lost or corrupted. This License-ID provides a reference to additional, remotely stored license information. If the PLUS-ID being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

License Transaction Date   [LicenseTransactionDate]
Use this field to record the date of the License Transaction. Note: the Transaction Date and License Start Date may be the same or different dates.

Reuse   [Reuse]
Use this field to indicate whether a license is a repeat or an initial license. Reuse may require that licenses embedded in files previously delivered to the user be updated. This is shown as a pull-down menu with two possible values: Repeat Use, or Not Applicable. If the image license has been renewed or reused, then you can use this field to note this difference.

Licensor Transaction ID   [LicensorTransactionID]
Use this field to record transaction identifiers assigned by Licensor for Licensor's reference and internal use. The Licensor may specify Job Number, Invoice Number or any other reference ID. For example: Invoice 43282.

Other License Documents   **[OtherLicenseDocuments]**
Use this field to note reference information for additional documents associated with the license. The Licensor may wish to list identifiers for other documents related to the license, such as purchase orders, estimates, invoices, agreements, etc. Multiple values may be entered into this field to allow both parties to easily refer to the documents by these identifiers in order to locate remotely stored documents. If the identifier being stored in this field is registered with the PLUS Coalition, it should be expressed as a URL. For example: http://plus-id.org/PLUS-ID.

Licensee's License Info

Licensee's Transaction ID   **[LicenseeTransactionID]**
Use this field to indicate identifiers' assigned by Licensee for Licensee's reference and internal use. The Licensee may wish to specify transaction identifiers such as Job Number, Purchase Order Number, Project Number, or any other reference ID, as these references facilitate management of the image in the Licensee's system.

Licensee Project Reference   **[LicenseeProjectReference]**
Use this field to record any number of project reference names or descriptions assigned by Licensee. The Licensee may specify Project Name, Product Name, Issue Number, or any other reference or description, as this can make it easier to manage the image in the Licensee's system.

Other License Info
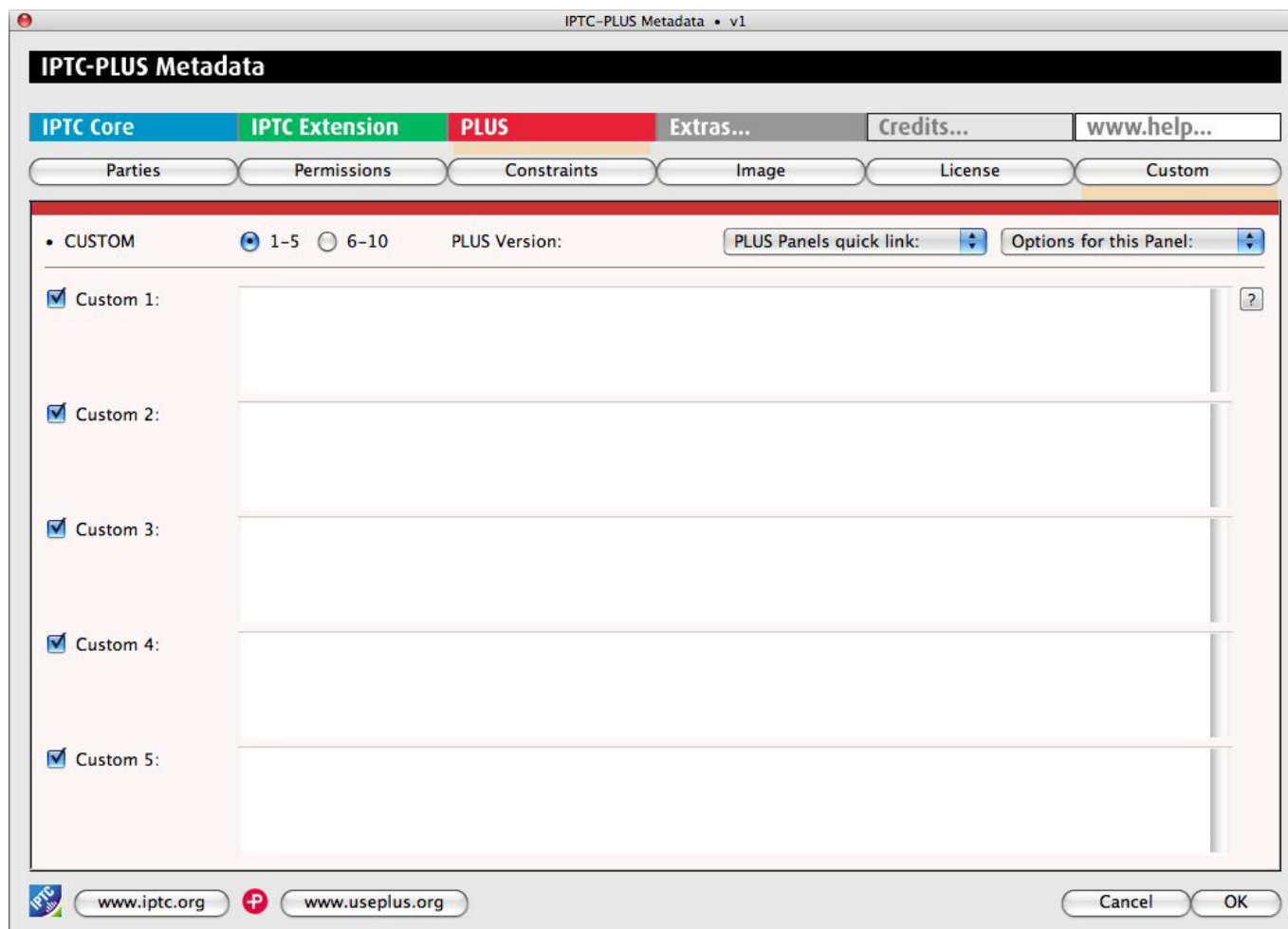
Other License Info   **[OtherLicenseInfo]**
Use this field to indicate additional license information. For example: All model releases have 2-year terms allowing renewal of this license for an additional year upon request.

PLUS 1.2 Custom

(use this section to record custom information about the image or license)
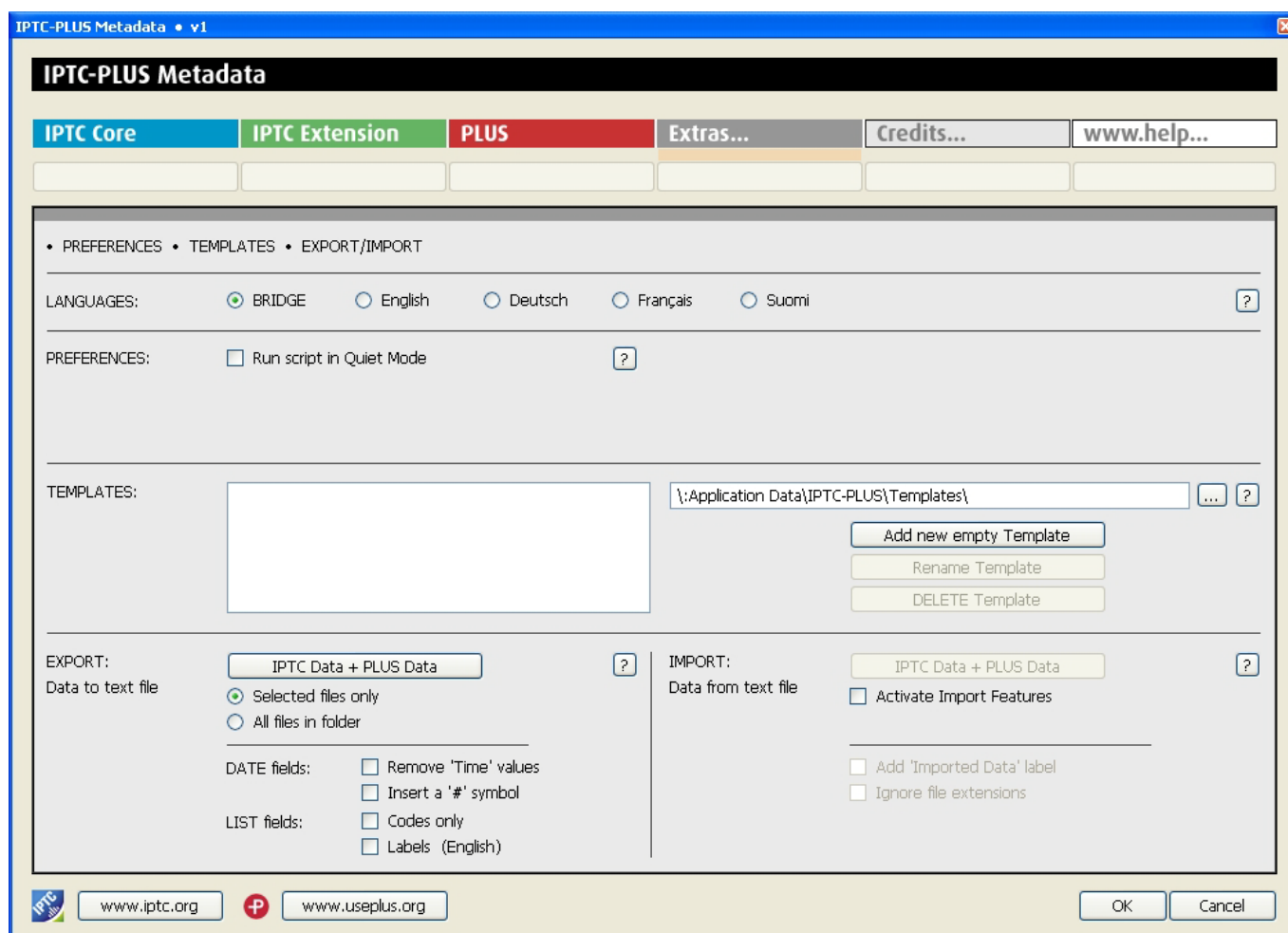
Custom 1 through 10   **[CustomX]**

This panel contains a set of 10 optional fields to be used at the Licensor's discretion for recording custom information. The XMP property name simply increments from custom1 to custom10. The Licensor can use these for any purpose, including the communication of encrypted information between Licensor and Licensee, but also to communicate metadata not suited for entry in any available schema. PLUS suggests that Custom fields 1-5 be used to record Licensor metadata; and that Custom fields 6-10 be used for Licensee metadata. In order to make the fields as large as possible within the application, they are grouped in sets of five. Clicking on the radio buttons at the top (1-5 or 6-10) will move you from one section to another.

"Extras" panel (applies to all schemas)

(this panel contains options to customize the rest of the panels and special features)

Use this panel to set language preferences, where your metadata templates are located, and options for exporting and importing data.

Language preference:
Field labels can be viewed in your choice of English, German, French, or Finnish. Adobe Bridge also has its own language setting option which can be found in its **Preferences**. Look under the Advanced tab at the left of the dialogue. Under International sub section, is a drop-down list of over twenty choices. If you set the Adobe Bridge language to English, French, German or Finnish, then the **BRIDGE** setting in the script will follow the same selection. If Adobe Bridge is set to any other language then the script will just stay with English.
Note: translations into other languages may be added later.

Script Quiet Mode:
Ticking the check box for this option will reduce the number of beeps you hear from the panel and/or Adobe Bridge.

Templates, Date Export and Import:
Details on how to use the metadata templates and well as information on how to use the import and export feature are covered in addendums 3 and 4.

IPTC Core and IPTC Extension field samples for various types of photography

On the following pages are three examples showing how you might fill out the IPTC Core and IPTC Extension metadata fields depending on the type of photography you do, and whom you are working for or with.

Example: Independent photographer
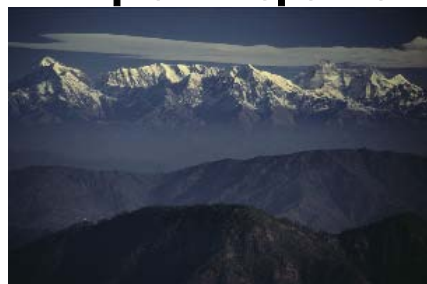
Example photo provided by ©David Riecks

-IPTC Core Contact	
Creator:	David Riecks
Creator's Jobtitle:	Photographer
Address:	2701 W Washington
City:	Champaign
State/Province:	Illinois
Postal Code:	61822
Country:	USA
Phone(s):	+1 (217) 6661376
Email(s):	infor@riecks.com
Website(s):	www.riecks.com
-IPTC Core Content	
Headline:	Southern Himalayan Mountains
Caption/Description:	Southern Himalayan Mountains, from Snow Peak, Nainital, Uttarakhand, India longitude: 79.444542 latitude: 29.39805
Keywords:	environment, ecology, ecosystem, environmentalism, scenery, nature, land, mountains, mount, Himalayans, sky, skies, cloud, clouds, concepts, concept, conceptual, summit, peak, weather, snow, snowing, snowfall, outdoors, outdoor, outside
Subject Code:	06006005 (mountains)
Caption/Description writer:	David Riecks
-IPTC Core Image	
Date Created:	November 25, 1985
Intellectual genre:	Feature
IPTC Scene:	0011000 (general view)
Sublocation:	Snow Peak
City:	Nainital
State/Province:	Uttarakhand
Country:	India
ISO Country Code:	IN
-IPTC Core Status	
Title:	drpin075402
Job ID:	Sacred India
Instructions:	Original RAW capture Nikon D2X, Adobe RGB 1998.
Credit Line:	©1985 David Riecks: www.riecks.com
Source:	David Riecks Photography
Copyright Notice:	©1985 David Riecks, All Rights Reserved
Rights Usage Terms:	Licensed to Big Larch Publishing, For Placement on Any Interior Page in Traveling India Today book, all other rights reserved.
-IPTC Ext Description	
Person Shown:	
Location Created:	Snow Peak, Nainital, Uttarakhand, India, IN, Asia
Location Shown:	Nanda Devi, Nainital, Uttarakhand, India, IN
Featured Organisation (name):	
Featured Organisation (code):	
Event:	

-IPTC Ext Artwork/Object	
Title:	
Date Created:	
Creator:	
Source:	
Source Inventory Number:	
Copyright Notice:	
-IPTC Ext Models	
Additional Model Info:	
Model Age:	
Model Age Disclosure:	
Model Release Status:	Not Applicable
Model Release Identifier:	
-IPTC Ext Adminstrative	
Image Supplier Name:	David Riecks
Image Supplier ID:	http://plus-id.org/riecks
Image Suppliers Image ID:	http://plus-id.org/B01-9C8-7BD-65G
Registry organisation ID:	http://www.plus-id.org
Registry image ID:	Z07-3M7-9JJ-834
Max. available Width:	5600
Max available Height:	3800
Type of Source:	Original digital capture of a real life scene
-IPTC Ext Rights	
Image Creator name:	David Riecks
Image Creator Identifier:	http://plus-id.org/riecks
Copyright Owner Name:	David Riecks
Copyright Owner Identifier:	http://plus-id.org/riecks
Licensor Name:	David Riecks
Licensor Identifier:	http://plus-id.org/riecks
Licensor Telephone 1:	+1 (217) 6661376
Licensor Telephone 2:	
Licensor Email address:	info@riecks.com
Licensor Web address:	http://www.riecks.com/
Property Release Status:	Limited or Incomplete Property Releases
Property Release Identifier:	Not Applicable

Example: Agency photographer

Example photo provided by ©David Riecks

-IPTC Contact	
Creator:	Julie Doe
Creator's Jobtitle:	Mugwum contract photographer
Address:	Mugwum Press, 123 Broadway
City:	New York
State/Province:	New York
Postal Code:	10006
Country:	USA
Phone(s):	+1 (877) 9876543
Email(s):	j.doe@mugwum.com
Website(s):	www.mugwum.com
-IPTC Content	
Headline:	Lincoln Memorial
Caption/Description:	This statue of the 16th President of the United States depicts a 19 foot high seated Abraham Lincoln in contemplation inside the Lincoln Memorial. It was carved of Georgia white marble by the Piccirilli Brothers under the supervision of the sculptor, Daniel Chester French and took four years to create, and completed in 1920.
Keywords:	North America, United States of America, America, U.S., United States, US, USA, Washington DC, District of Columbia, Washington D.C., Lincoln Memorial, environment, ecology, ecosystem, environmentalism, scenery, nature, land, monument, morning, seasons, Summer, summertime, sky, skies, sun, sunlight, art, fine art, artistry, sculpture, statuary, statue, stone sculpture
Subject Code:	01002000, 01015001, 08005005 (architecture, sculpture, memorial)
Caption/Description writer:	Jacques Brown
-IPTC Image	
Date Created:	June 24, 2009
Intellectual genre:	Feature
IPTC Scene:	010100, 011700 (headshot, Interior view)
Sublocation:	Lincoln Memorial
City:	Washington
State/Province:	District of Columbia
Country:	United States
ISO Country Code:	US
-IPTC Status	
Title:	drp2091169d
Job ID:	Honest Abe
Instructions:	Newsmagazines Out
Credit Line:	Mugwum Press
Source:	Julie Doe / Mugwum Press
Copyright Notice:	©2009 Julie Doe / Mugwum Press, all rights reserved
Rights Usage Terms:	Image to be used One-time only, non-exclusive use in English Language Edition Magazine as inside image, to be used no larger than a full page in color. Additional third party rights to be negotiated with Julie Doe / Mugwum Press in advance. All other rights are reserved except those

	specifically granted.
-IPTC Ext Description	
Person Shown:	
Location Created:	Lincoln Memorial, Washington, District of Columbia, United States, US, North America
Location Shown:	Lincoln Memorial, Washington, District of Columbia, United States, US, North America
Featured Organisation (name):	
Featured Organisation (code):	
Event:	
-IPTC Ext Artwork/Object	
Title:	Abraham Lincoln
Date Created:	1920
Creator:	Daniel Chester French
Source:	National Park Service U.S. Department of the Interior
Source Inventory Number:	
Copyright Notice:	Public Domain
-IPTC Ext Models	
Additional Model Info:	
Model Age:	
Model Age Disclosure:	Not Applicable
Model Release Status:	
Model Release Identifier:	
-IPTC Ext Adminstrative	
Image Supplier Name:	Mugwum Press
Image Supplier ID:	http://www.plus-id.org/mugwum
Image Suppliers Image ID:	G18-7U8-4DB-23Y
Registry organisation ID:	http://www.plus-id.org
Registry image ID:	C03-7D7-5EF-66H
Max. available Width:	4312
Max available Height:	2868
Type of Source:	Original digital capture of a real life scene
-IPTC Ext Rights	
Image Creator name:	Julie Doe
Image Creator Identifier:	http://plus-id.org/mugwum
Copyright Owner Name:	Mugwum Press
Copyright Owner Identifier:	http://plus-id.org/mugwum
Licensor Name:	Mugwum Press
Licensor Identifier:	http://plus-id.org/mugwum
Licensor Telephone 1:	+1.877.646.5375
Licensor Telephone 2:	
Licensor Email address:	Licensing@mugwum.com
Licensor Web address:	
Property Release Status:	Limited or Incomplete Property Releases
Property Release Identifier:	

Example: Staff photographer

Example photo provided by ©David Riecks

-IPTC Contact	
Creator:	John Doe
Creator's Jobtitle:	Staff photographer
Address:	Big Newspaper, 123 Main Street
City:	Boston
State/Province:	Massachusetts
Postal Code:	02134
Country:	USA
Phone(s):	+1 (800) 1234567
Email(s):	johndoe@bignewspaper.com
Website(s):	www.bignewspaper.com
-IPTC Content	
Headline:	Farmer planting onions
Caption/Description:	After digging the furrows another ten yards with the tractor, Jim Moore hops off to hand-set more leeks and onions.
Keywords:	agriculture, farm laborer, farmer, field hand, field worker, humans, occupation, people, agricultural, agronomy, crops, onions, vegetable crops, plants, vegetables, outdoors, outside, agricultural equipment, tractor, gender, male, men
Subject Code:	04001000, 04001001 *3(see page 17)
Caption/Description writer:	Susan Brown
-IPTC Image	
Date Created:	April 19, 2007
Intellectual genre:	Profile
IPTC Scene:	011900 (action)
Sublocation:	Moore family farm
City:	Watseka
State/Province:	Illinois
Country:	USA
ISO Country Code:	US
-IPTC Status	
Title:	01661gdx
Job ID:	CSA farms
Instructions:	Newspapers Out, Original Artixscan 4000 of color negative file, 160 ISO (frame 35a) is 7.6 x 11.2 at 500ppi, in Colormatch RGB.
Credit Line:	Big Newspaper
Source:	John Doe / Big Newspaper
Copyright Notice:	©2007 Big Newspaper, all rights reserved
Rights Usage Terms:	For consideration only, no reproduction without prior permission
-IPTC Ext Description	
Person Shown:	Jim Moore
Location Created:	Moore family farm, Watseka, Illinois,United States, US, North America
Location Shown:	Moore family farm, Watseka, Illinois,United States, US, North America
Featured Organisation (name):	Prairieland Community Sponsored Agriculture
Featured Organisation (code):	http://www.prairielandcsa.org/

Event:	
-IPTC Ext Artwork/Object	
Title:	
Date Created:	
Creator:	
Source:	
Source Inventory Number:	
Copyright Notice:	
-IPTC Ext Models	
Additional Model Info:	
Model Age:	
Model Age Disclosure:	Age 25 or Over
Model Release Status:	Limited or Incomplete Model Releases
Model Release Identifier:	Bng20070419jd
-IPTC Ext Adminstrative	
Image Supplier Name:	Big Newspaper Group
Image Supplier ID:	http://plus-id.org/77-B5-H2W
Image Suppliers Image ID:	bng01661gda
Registry organisation ID:	http://www.plus-id.org
Registry image ID:	B01-9C8-7EC-65F
Max. available Width:	5600
Max available Height:	3800
Type of Source:	Original digital capture of a real life scene
-IPTC Ext Rights	
Image Creator name:	John Doe
Image Creator Identifier:	http://plus-id.org/99-G5-H2W
Copyright Owner Name:	Big Newspaper Group
Copyright Owner Identifier:	http://www.bignewspapergroup.com/
Licensor Name:	Big Newspaper Group
Licensor Identifier:	http://plus-id.org/99-G5-H2W
Licensor Telephone 1:	+1 (800) 1234567
Licensor Telephone 2:	
Licensor Email address:	info@bignewspaper.com
Licensor Web address:	http://www.bignewspapergroup.com/
Property Release Status:	Limited or Incomplete Property Releases
Property Release Identifier:	Bng20070420jd

Appendix

Appendix section 1: Installing the IPTC-PLUS Metadata Panel

Installer Instructions for the IPTC-PLUS Metadata script

The IPTC-PLUS Metadata Installer script is for versions of Adobe Bridge included with Adobe Photoshop CS3 and higher. This script will locate the proper folder where the JavaScript file named "IPTC-PLUS Metadata.jsx" is needed and move a copy of the file to that location. There are alternate instructions for expert users following this Easy install.

Easy Installation

1. Unzip the ZIP archive containing the two JSX files, "IPTC-PLUS Metadata.jsx" and "IPTC-PLUS Installer.jsx" and place these two files on your computers desktop.

2. Drag and drop IPTC-PLUS Installer.jsx on to the Adobe Photoshop launcher icon in the OS X dock (Mac) or an open Adobe Photoshop application window (Windows). Note, if Adobe Photoshop is not currently running it will first need to launch. In **Microsoft Windows**, the bar at the bottom of the screen is a Taskbar, not a Launcher, as it only displays those programs already open. Dragging and dropping the Installer onto the Adobe Photoshop button is not permitted by Windows, so you must drag and drop the script into an already opened Photoshop window. If you want, you can drag the Installer over the Adobe Photoshop button on the Taskbar and hover (don't let go of the mouse button) and wait. This will bring Adobe Photoshop to the foreground, after which you can continue to drag the script into the Adobe Photoshop window before dropping. Dragging and dropping onto Adobe Bridge (any version) will only add the script to the folder for viewing, as it would with any image or other document, and not install anything.
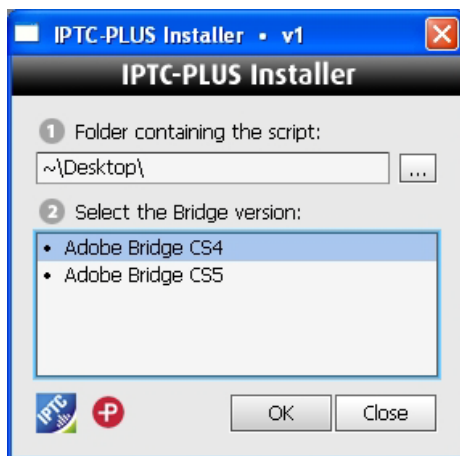
3. Check to see that Folder containing the script = desktop. If you prefer you can point to where the files are located using the "..." button.

4. Select which version of Adobe Bridge you wish to use for the installation. More than one version may be shown in the list, however you can only install for one version at a time. The Installer dialogue will remain open after following the next step; so that you can install the IPTC-PLUS metadata panel for use with other versions of Adobe Bridge.

5. Click on the OK button to install the panel.

6. A dialogue will appear showing that the installation was successful, click on the **OK** button to close this dialogue.

7. Close the installer dialogue, or repeat for another version of Adobe Bridge.

8. Launch or re-launch Adobe Bridge (for the version you installed). If this is the first time you have installed the panel, Adobe Bridge will ask you to accept the new script by clicking on the **Yes** button. Adobe Bridge will NOT ask you this again, even when a new version of the script has been installed. Note: When any new startup script is installed a dialogue panel opens asking you to accept the new script. If you select **Yes** then the script reference (noted below) in the "Preferences > Startup Scripts" is automatically ticked for you, so steps 9-12 below are not required. However if you had selected **No** instead, then you would have to follow steps 9-12 below in order to activate the script. If the IPTC-PLUS menu item does not appear, you may need to follow these steps to reactivate the IPTC-PLUS Metadata startup script.

9. Go to **Preferences**, located under the Adobe Bridge menu (Mac), or Edit menu (Windows).

10. Choose the **Startup scripts** tab at the left side of the Preferences dialogue.

11. Make sure that the check box next to the **IPTC-PLUS Metadata** is checked.
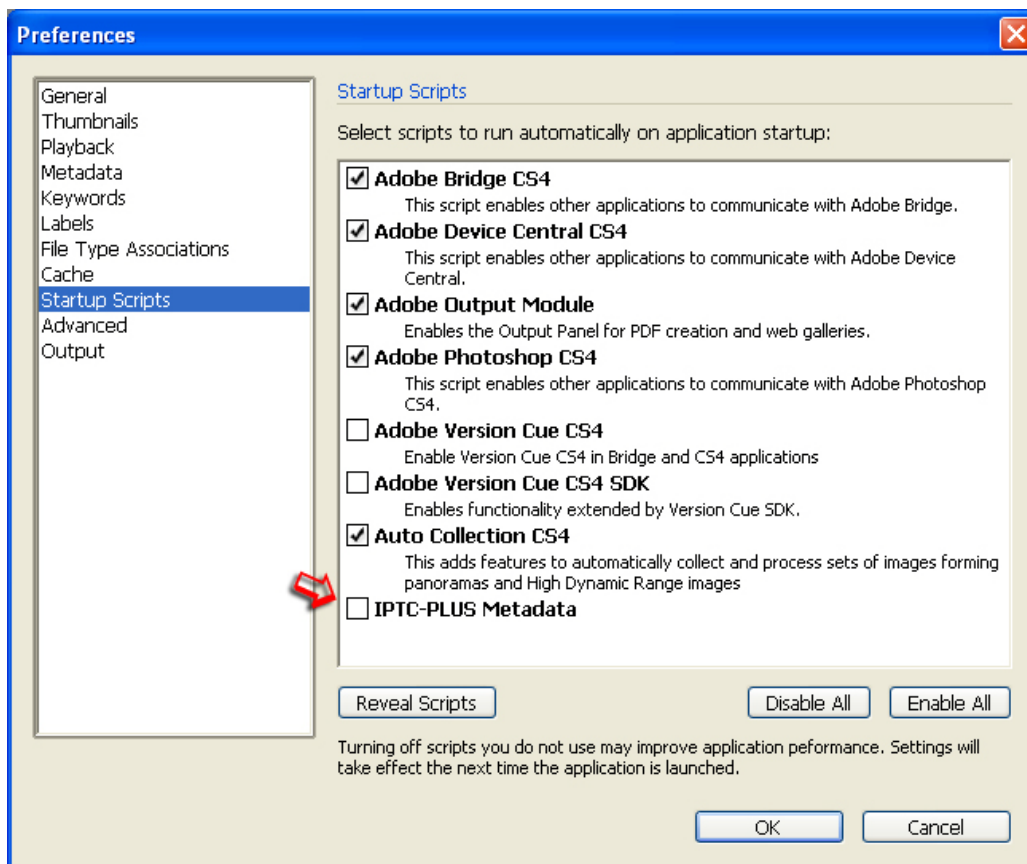
12. Click on the **OK** button, then close and restart Adobe Bridge.

After this process is completed, you should see a new menu item at the top between the Window and Help menus of Adobe Bridge. After selecting this, you will see a sub-menu noting the specific version number. Clicking on that

will open the IPTC-PLUS Metadata panel for the selected image(s). *If you experience problems where this new menu items disappear, repeat steps 9-12 above.*

A Control + click (Mac) or Right clicking (Windows and two-button Macs) on the thumbnail of an image in Adobe Bridge will allow you to choose the IPTC-PLUS Metadata V.. from the context sensitive menu as well (see below).
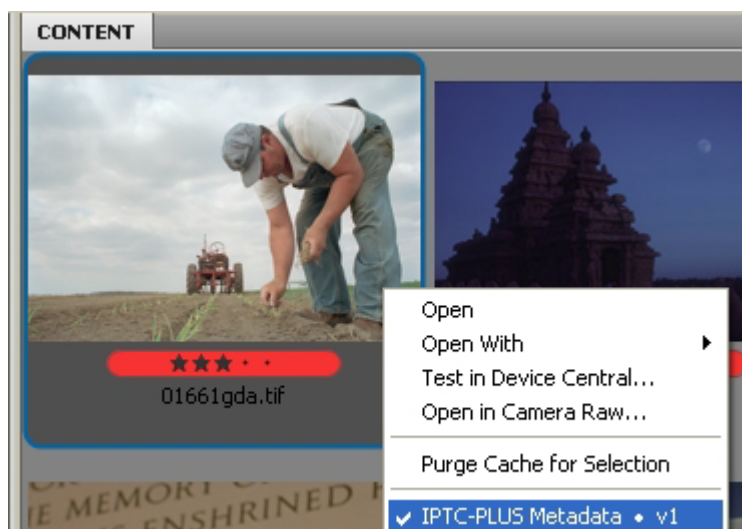
You will see an error dialogue from the installer:
- If you enter a folder name that does not exist using the "..." button.
- If you select a folder which does not contain the new Metadata script.
- If the Metadata script is already installed (you will be given the option to overwrite).
- If the Metadata script installation fails for any reason.
- If you select Adobe Bridge CS2 on the list.

Alternative Installation for Expert Users
1. Unzip the ZIP archive containing the IPTC-PLUS Metadata.jsx file.

2. Launch Adobe Bridge (for CS3 or higher).

3. Open the **Preferences** dialogue, located under the **Adobe Bridge** menu (Mac), or **Edit** menu (Windows).

4. From the left hand menu, choose the Startup Scripts "tab" (2nd from bottom) and in the lower part of the left side of the resulting dialogue, click on the **Reveal Scripts** or **Reveal Scripts in Finder** button.
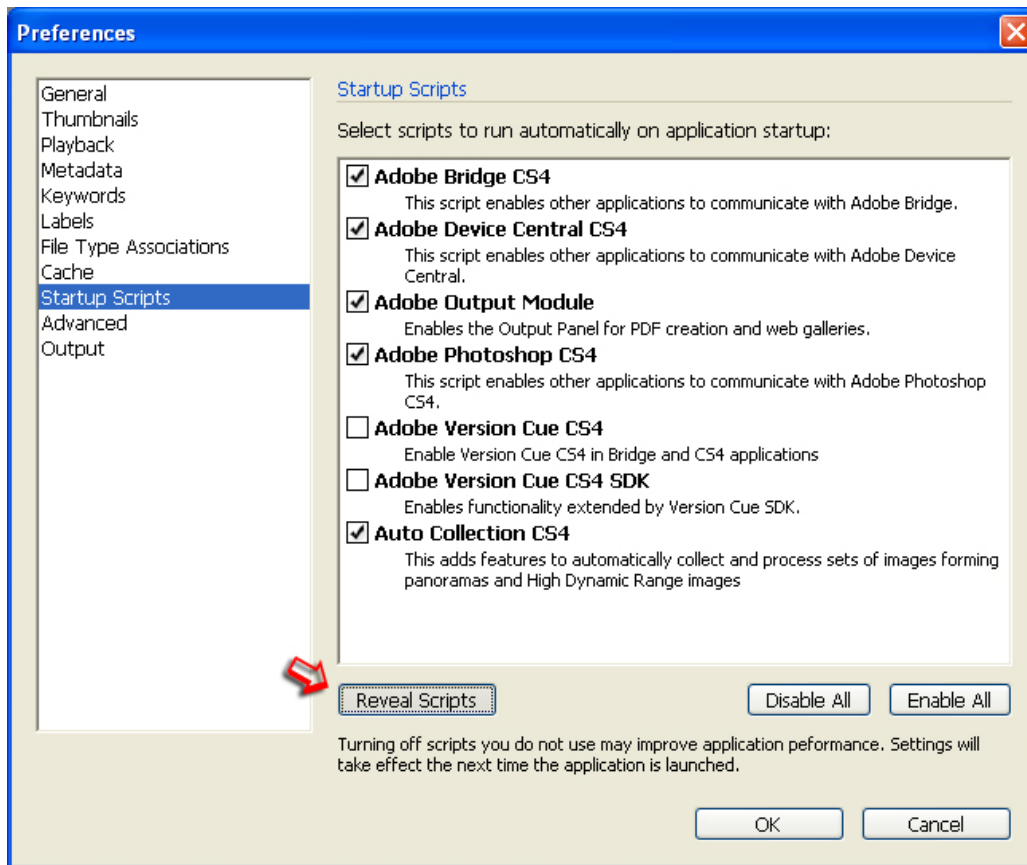
5. This will locate and open the Startup Scripts folder for the current user.

6. Drag and drop the *"IPTC-PLUS Metadata.jsx"* file to this location.
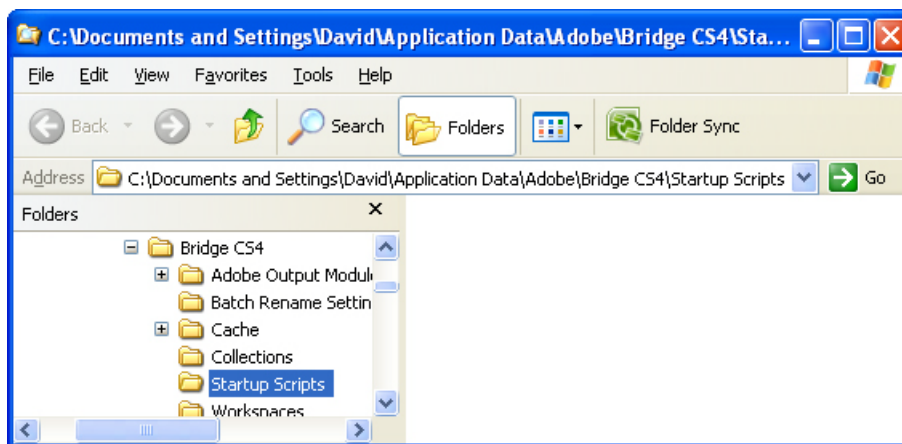
7. Launch or re-launch the same version of Adobe Bridge. If this is the first time you have installed the panel, on relaunch, you will be asked if you want to accept the new script by clicking on the **Yes** button. Adobe Bridge will NOT ask you this again, even when a new version of the script has been installed. Launch or re-launch Adobe Bridge (for the version you installed). Note: When any new startup script is installed a dialogue panel opens asking you to accept the new script. If you select **Yes** then the script reference (noted below) in the "Preferences > Startup Scripts" is automatically ticked for you, so steps 8-11 below are not required. However if you had selected **No** instead, then you would have to follow steps 8-11 below in order to activate the script. If the IPTC-PLUS menu item does not appear, you may need to follow these steps to reactivate the IPTC-PLUS Metadata startup script.

8. Go back to the **Preferences**, located dialogue.

---

9.   Choose the **Startup Scripts** tab at the left side again.

10. Make sure that the check box next to the IPTC-PLUS Metadata is checked (as shown in the screen capture in the Easy Installation above).

11. Click on the OK button, then quit and relaunch Adobe Bridge.

Startup Script Locations for Single User
Mac OS X
{user}:Library:Application Support:Adobe:Bridge CS3:Startup Scripts
{user}:Library:Application Support:Adobe:Bridge CS4:Startup Scripts

Windows XP
C:\Documents and Settings\{user}\Application Data\Adobe\Bridge CS{version number}\Startup Scripts
Windows Vista and 7
C:\Users\{user}\AppData\Roaming\Adobe\Bridge CS{version number}\Startup Scripts

Startup Script Locations for Multiple User Computer
If you want the IPTC-PLUS Metadata panel to be accessible to multiple users on the same machine, you can instead place the *"IPTC-PLUS Metadata.jsx"* JavaScript file at the location noted below. Note: If you choose this option, you cannot simultaneously have this same file in the user folder you accessed via the Reveal Scripts button as this will confuse the Adobe Bridge application.

Mac OS X
for CS3: //Library/Application Support/Adobe/Startup Scripts CS3/Adobe Bridge/
for CS4: //Library/Application Support/Adobe/Startup Scripts CS4/Adobe Bridge

Windows XP
C:\Program Files\Common Files\Adobe\Startup Scripts CS{version number}\Adobe Bridge\
Windows 7 32 bit
C:\Program Files\Common Files\Adobe\Startup Scripts CS{version number}\Adobe Bridge\
Windows 7 64 bit
C:\Program Files (x86)\Common Files\Adobe\Startup Scripts CS{version number}\Adobe Bridge\

NOTE: Windows Vista and Windows 7 users will be asked to confirm copying into this sensitive directory.
- When opening Bridge the next time you will be asked if the new Script should be added, click the button OK button to confirm this action.

Appendix section 2: Creating metadata templates
How to create metadata templates and batch apply them using the IPTC-PLUS Metadata panel.

Creation
From the Extra's panel, go to the right side of the templates section and click on the "Add new empty Template" button. You should see a new dialogue open where you can type in a name for your template.

TEMPLATES:	Existing Templates: • DRP-basic-contact-copyright	~\Application Data\IPTC-PLUS\Templates\	...	?
		Add new empty Template		
		Rename Template		
		DELETE Template		
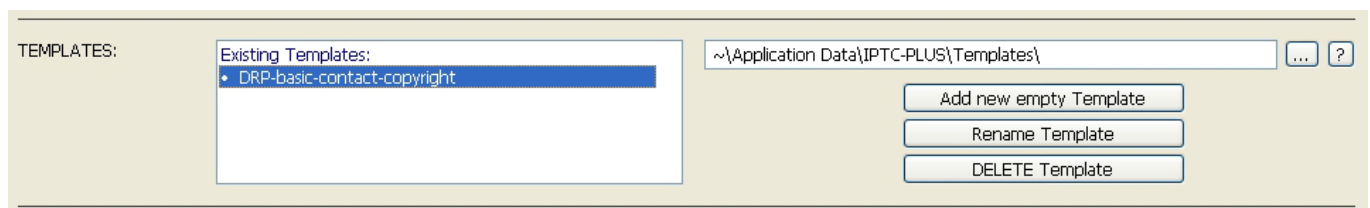
If you receive an error, you may need to first set the default location for the templates. The default location should have been automatically set up for you in the "private" area, but this may not work for all systems. To set up a template folder, first click on the button with three dots "..." to open the file navigation window.

~\Application Data\IPTC-PLUS\Templates\   [...] [?]

Add new empty Template

Rename Template

DELETE Template
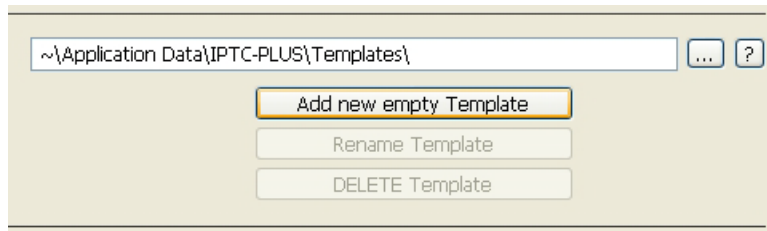
You can either navigate to the same location within your system as that shown in the default location; or, select another location of your choosing. If you are working on a computer with multiple users you may wish to store your templates in public area of the computer so that other users can have access. If you follow the suggested default you'll see a squiggly line (a Tilde) "~\Application Data\IPTC-PLUS\Templates\" in front of the path name. One set location will be remembered as part of the options for the next time you open the IPTC-PLUS metadata panel.

IPTC-PLUS Metadata · v1

NEW TEMPLATE:
_____

Enter the name for the new Template:

[DRP-basic-contact-copyright|]

[OK]

[Cancel]
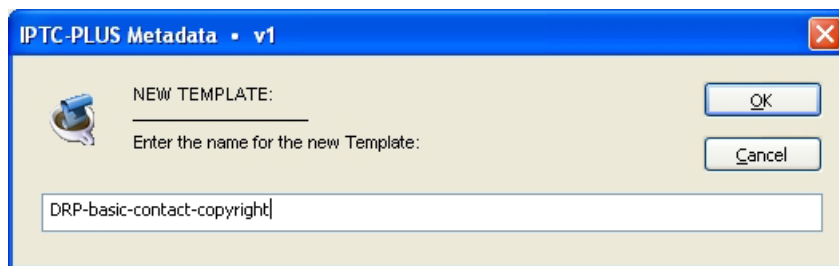
After you have given a meaningful name click the OK button. This named new template will now appear in the large white rectangle to the left of the Extras Panel under the "Existing Templates" heading. It will remain empty until you fill it up with some information. If you apply this new Template to a data panel before any data has been saved to it, then no changes will happen to any of the data fields for those image. So a new Template can therefore be considered "safe" until data has been saved to it.

Note, the format used to store the information for these templates is not the same as used by Adobe. Do not attempt to place .xmp templates into this folder as they are not compatible.

At this point you can fill in some of the fields in a particular panel or under a particular schema, or you can use an existing image as a template. If the image you are using has values you don't want included in the template, then you can suppress these by removing the tick in the check box to the left of the field.

☐ Sublocation:	Moore family farm
☐ City:	Watseka
☑ State/Province:	Illinois
☑ Country:	United States
☑ ISO Country Code:	US [2][3] Character code

From the upper right of any schema or panel, choose the Metadata Templates option from the pull-down menu that has "Options for this Panel" visible. Select the empty template you just created above by clicking on the name in the center of the dialogue. Then click on the SAVE (all panels) button in lower right to apply all the data from all the panels into the Template file selected. Note: The options on the left hand side are not used during the save procedure; "save" always records data from all of the panels.
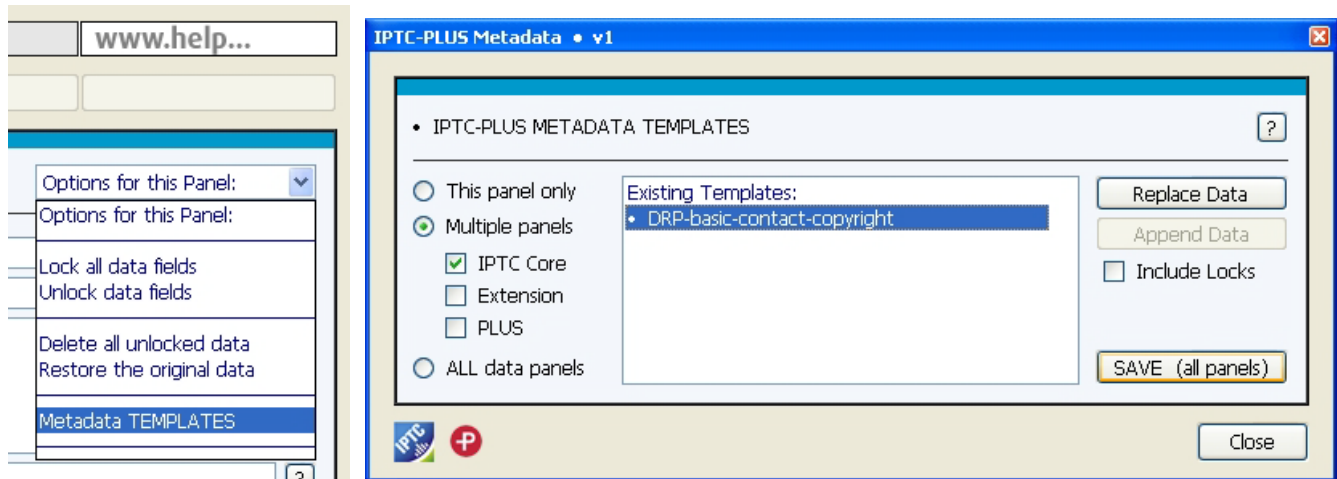
Template Creation summary
1. Open IPTC-PLUS metadata panel
2. Go to **Extras** Panel
3. Click on **Add new empty Template** button
4. Give template a meaningful name
5. Go to other panels and fill in the fields you want included in the template or use data from an existing image (suppress values by removing tick from check box to the left of the field)
6. Go to "Options for this Panel" pull-down menu and select **Metadata Templates**
7. Select the blank template you just created by clicking on the name in the center of dialogue.
8. Click on the **SAVE (all panels)** button in lower right (dialogue will close automatically).

Applying Metadata Templates
Applying a metadata template is as easy as populating it. Open an image to which you wish to add metadata in the IPTC-PLUS Metadata panel. Access the same **Metadata Templates** option from the pull-down window. Make sure that you set the radio buttons to write the information you want.
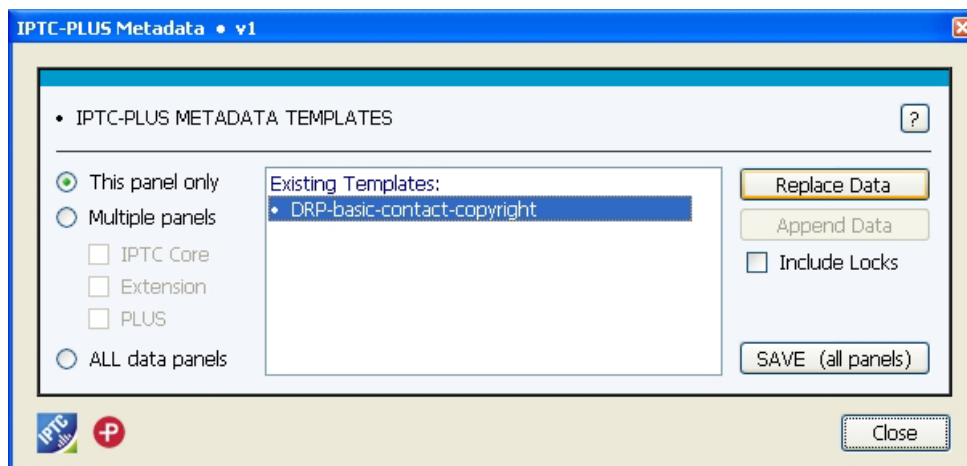
The default is to only insert information for **This Panel Only**. If you want to insert information from more than the current panel, set the radio button to **Multiple panels** (and check the boxes next to the schemas you want to insert) or **All data panels**. Choose the template you wish to apply, and then click the **Replace Data** button. If there are fields which appear that you do not want to be written, or replace the current value, you can suppress these by removing the tick in the check box to the left of the field.
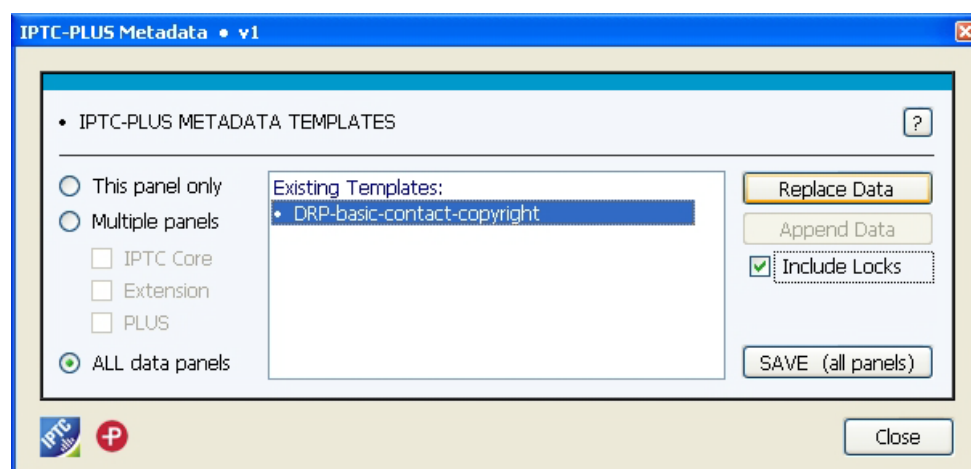
The IPTC-PLUS metadata panel uses a double safety guard when applying a metadata template to a selection of files. When multiple files are selected which already contain metadata, then any conflicting data in the fields will result in those fields being both locked (unticked) and with the text **"Multiple values"** appearing in the data entry field.

To apply a metadata template both of these safety guards must be removed by unlocking the field **and** removing the **"Multiple values"** text (even changing one character is enough). Both of these actions can be applied across the entire IPTC-PLUS metadadata panel from the drop-down list by selecting **Unlock data fields** and then selecting **Delete all unlocked data**. Any data from a metadata template can now be applied to the multiple files.

When you have the information appearing as you wish, click the **OK** button to embed this information into the file(s).

Apply to Single Image
1. Select a File in Adobe Bridge.
2. Choose the **IPTC-PLUS metadata** option from the top menu, or right-click on the image and select the IPTC-PLUS metadata from the contact sensitive menu.
3. If only populating a single panel, click on the schema and panel you wish to replace.
4. Go to **Options for this Panel** pull-down menu and select **Metadata Templates**
5. In this dialogue, set the radio buttons to write the information you want included and to the panels where you want the data.
6. Choose the template you want to apply from the middle column.
7. Click on the **Replace Data** button (dialogue will close automatically)
8. Click the **OK** button to embed this information into the file.

Batch Apply
1. Select multiple files in Adobe Bridge.
2. Choose the **IPTC-PLUS metadata** option from the top menu, or right-click on the image and select the IPTC-PLUS metadata from the contact sensitive menu.
3. If only populating a single panel, click on the schema and panel you wish to replace.
4. If you see any fields that have the text Multiple Values showing in a greyed-out data entry field, then you will need to clear these values first. Place a tick mark next to any of these fields and type in at least a single character to clear the field.
5. Go to **Options for this Panel** pull-down menu and select **Metadata Templates**
6. In this dialogue, set the radio buttons to write the information you want included and to the panels where you want the data.
7. Choose the template you want to apply from the middle column.
8. Tick the checkbox next to **Include locks**.
9. Click on the **Replace Data** button (dialogue will close automatically)
10. Click the **OK** button to embed this information into the file(s).

Appendix section 3: Exporting Data to a Text File

How to use the Export: Data to text file option
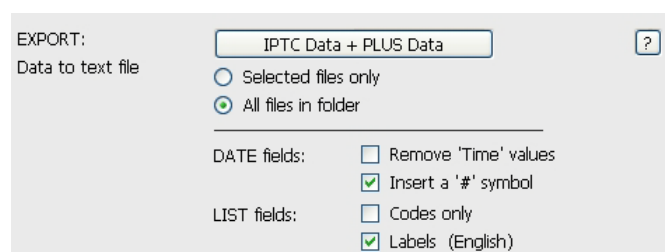
This feature allows you to export all the metadata in a set of files to a tab-delimited plain text file which is saved on the computer. This file may then be opened and edited in a spreadsheet program (this requires an application capable of handling up to 1024 columns), before ingesting the metadata into another metadata management system; or before importing it back into your image files using the import feature.
Newer versions of Excel and the Calc (spreadsheet) program in Open Office will meet the requirement of 1024 columns. Database applications could also be used, if you are more familiar with one of those programs.

You have the option on whether you want to export the current file selection, or all of the images in the same folder. Note: As the IPTC-PLUS metadata panel will close after data has been exported, you will only want to use this option after you have finished adding metadata to an image in a previous operation.

Metadata Export Files
At present the values from the IPTC-PLUS Metadata Panels are exported into plain text files formatted as Tab Separated Values (TSV).
All metadata values from the IPTC Core schema and IPTC Extension namespace are saved to a file named "^IPTC Data.txt" and all metadata values from the PLUS schema are saved to a file named "^PLUS Data.txt". IPTC strongly recommends treating these two files as a single file: the metadata has been split into two files to accommodate older spreadsheet programs. In the future there will be an option to put all exported data into a single spreadsheet.

Note that selecting a large number of images will take longer than opening a single file with the IPTC-PLUS metadata panel. If you have all images you want to export data for located in the same folder, choosing the "All files in folder" option will take less time to process. However if you need to see files in subfolders, then you will have to use the option in Adobe Bridge to "Show Items from Subfolder." If that option is in effect then the tab-delimited text files will be placed into the first subfolder (according to their alphabetical order) from which a file was selected.

If all the selected images are in a single folder you should see the ^IPTC Data.txt and ^PLUS Data.txt files appear in that same folder (the "^" symbol should place those files at the top when you sort by name) within Adobe Bridge. Note, while it is possible to switch back to the Adobe Bridge interface while the IPTC-PLUS Metadata panel is open and select different images - these will not be included in the Export.

Export File Internal Format:
- 1st row: Contains the directory path to the file in the local file system. This path is included for information only and will not be processed while importing the file.
- 2nd row: Contains the name of the Schema in which a field value appears. Row 3, below provides more detail.
- 3rd Row: Contains the specific field label name.
- 4th Row and all following: Contains the set of metadata values that have been exported for a specific file.

- 1st column: From the 4th line through the file end, the first column contains the name of the file corresponding to this metadata row. The file path is NOT included as the import mechanism assumes that this TSV file resides in the same directory as the files to which the metadata are imported.
- 2nd column and all following to the right, contains the values of the metadata field which is indicated by the header in the 3rd line.

If you find it easier to remember what to put into a column it is safe to change these column names, as the field headers are only for your reference. However do not shuffle them or remove columns as the location is tied to the field within the IPTC-PLUS Metadata panel. Row 4 is where the actual data first appears.

	A	B	C	D	E	F	G	H	I	J	K	L
1	M:\Images\IPTC-Core-Ext-PLUS-userguide-images											
2		IPTC CONTACT:										IPTC IMAGE:
3	FILE NAME	Creator	Creators Job Title	Address	City	State/Province	Postal Cod	Country	Phone(s)	Email(s)	Website(s)	Date Created
4	01661gda.tif	John Doe	Staff Photographe	Big News	Bosto	Massachusetts	02134	United Sta	+1 (800) 1234!	johndoe@bigne	http://www.bi	#2007-04-19T11:03:15-
5	drp2091169d.jpg	Julie Doe	Mugwum contrac	Mugwum	New Y	New York	10006	United Sta	+1.877.646.53	j.doe@mugwun	http://www.m	#2009-06-24
6	drpin075402a.tif	David Riecks	Photographer	701 W Wa	Cham	Illinois	61820	United Sta	+1.217.689.13	info@riecks.cor	http://www.ri	#1985-11-25

Exporting Data to a Text File (step-by-step)
1. Select an image, or images in a folder in Adobe Bridge (if you want data for all images in a folder, you can choose one image and choose the option to export for the entire folder in the export data dialogue).
2. Use the IPTC-PLUS Metadata item in the Adobe Bridge menu, or right click and choose the IPTC-PLUS Metadata panel option from the drop down list displayed.
3. Click on the Extras (gray) button toward the top right of the IPTC-PLUS Metadata panel.
4. Choose your options for exporting. The check boxes are *"sticky"* and will retain your settings between sessions.
5. Choose whether you want to export the data for the current file selection, or all of the images in the current folder.
6. Choose your Date and List Field Options (see below for details)
7. Click on the **IPTC Data + PLUS Data** button. You will see a dialogue box informing you that must also **Click 'YES' to Continue**, or **Click 'NO' to Exit**.
8. Clicking on **'Yes'** will close the IPTC-PLUS metadata panel after the data has been exported.

Date Field Options:
There are a couple of options when dealing with the Date Fields. Ticking the check box next to **Remove Time Values** will contract any Date fields that include a Time Value to only the year, month, and day portions, of the Date. The **Insert a # symbol** will place this "hash" symbol in front of any date values. This can be useful, as many spreadsheet programs, like Microsoft Excel, may interpret the value as a Date type and convert it to a local date and time format which cannot be processed when importing the metadata file.

List Field Options:
These options control what export value you will see for any of the various pull-down list fields. If you leave both boxes unchecked, then the data will be saved in the form of a URL acting as unique identifier for the selected item. Note: regardless of which of these three values are exported, the import script will convert back to the full identifier URL.

For example, an image containing the *"Original digital capture of a real life scene"* value for the **Digital Source Type** field will export the full identifier http://cv.iptc.org/newscodes/digitalsourcetype/digitalCapture if neither box is ticked.

If you tick the option for **Codes Only** then only the code will be exported. For the example above, only the code *"digitalCapture"* will be exported, rather than the full identifier URL.

If the **Labels (English)** box is ticked, only the labels of the selected items in the English language will be exported. For the example above only the label *"Original digital capture of a real life scene"* will be will be exported, rather than the full identifier URL.

Tips on Working with Exported Data:
If your goal is to export data in order to manipulate, or add new information before importing back into the image files, keep in mind the following ground rules to avoid problems.

- Never delete a column (clearing the data within a cell or all cells is ok) – deleting a column will create import errors for all columns to the right.
- Never shuffle columns (the data is tied to its sequential position within the spreadsheet)
- Row 4, Column A is the first data field that will be read when you import
- Do not delete data from a cell unless you wish to have the previous value in the image overwritten with nothing.
- For each row of metadata, a corresponding filename MUST exist in the first column.
- You do not have to change the filename extension for the image(s) in Column A, as this can be ignored while importing (see that section below for details).

Appendix section 4: Importing Data from a Text File

How to use the Import: Data from text file option.
All metadata contained in the plain text TSV files described above, may be imported into image files. It is highly advised that you only work on copies of images as it is very easy to overwrite or accidently remove metadata from a large number of images in very little time. Note: IPTC and PLUS have no liability for any damage incurred from importing metadata.
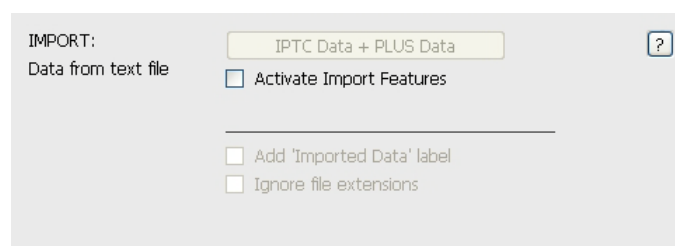
The first time you try to activate the Import: Data from Text file option you will see a warning message stating "**WARNING: Activating this feature is at your own risk as existing data will be overwritten. Importing blank fields will remove existing data.**"

Note the tips above on working with exported data, as the position of each data value within the Rows and Columns is how that cell is associated with a particular field within the IPTC-PLUS metadata panel.

The value for the File name must correspond to a file in the selection in order for the file information to be replaced. You can tick the checkbox to **Ignore File Extension** which may give you some flexibility in moving metadata from files with the same name but stored in different file formats. For example you could export the metadata from a set of small JPEG files and then import that data into a set of high resolution TIFF files.

Take care not to remove any of the columns, you can erase data, but if the structure shifts, there will be problems when importing.

Importing Data from text files step-by-step
1. Select an image, or images in a folder in Adobe Bridge.
2. Use the IPTC-PLUS Metadata item in the Adobe Bridge menu, or right click and choose the IPTC-PLUS Metadata panel option from the context sensitive menu.
3. Click on the Extras (gray) button toward the top right of the IPTC-PLUS Metadata panel.
4. Tick the checkbox next to **Activate Import Features** in the Import section (on right side of panel) to allow metadata importing. This is required to prevent the user from inadvertently importing metadata that may compromise the existing data.
5. Choose your options for importing. The check boxes are "sticky" and will retain your settings between sessions (see below for details).
6. Click on the **IPTC Data + PLUS Data** button (in the Import section). You will see a dialogue box informing you that must also Click '**YES**' to Continue, or click '**NO**' to Exit.
7. Clicking on **'YES'** will import data into all files listed in the ^IPTC Data.txt and ^PLUS Data.txt tab-delimited spreadsheets into those files based on the image filename:
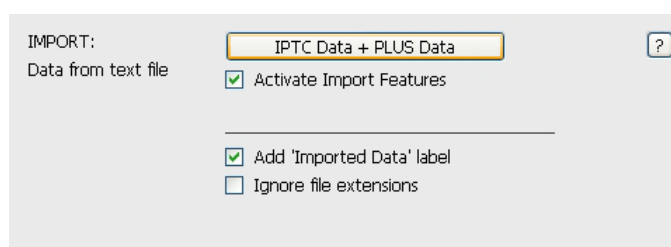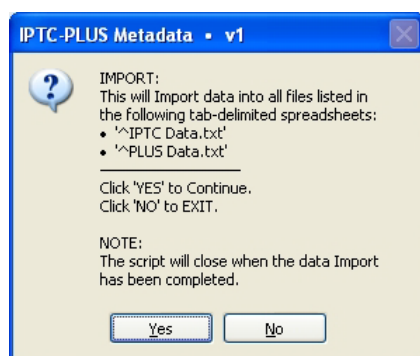
Import Data Options

- **Add 'imported data' label**: if this option is selected, then each file modified during the import will be tagged with a label called **"Imported Data"** in the Bridge user interface. This label can be selected within Adobe Bridge in the Filters tab (see screen capture of the item below).

- **Ignore file extension:** While a filename for each file must be specified in the first column, you can choose to ignore the "extension" such as: .JPG (or .JPEG), .TIF (.TIFF) etc. if you wish. This can be useful if you exported data from a set of JPEG files, but wish to import this same info into a set of files with the TIF extension. If this option is left un-ticked, then the filenames in Column A have to match the image files in the folder or the data will not be embedded into the images.
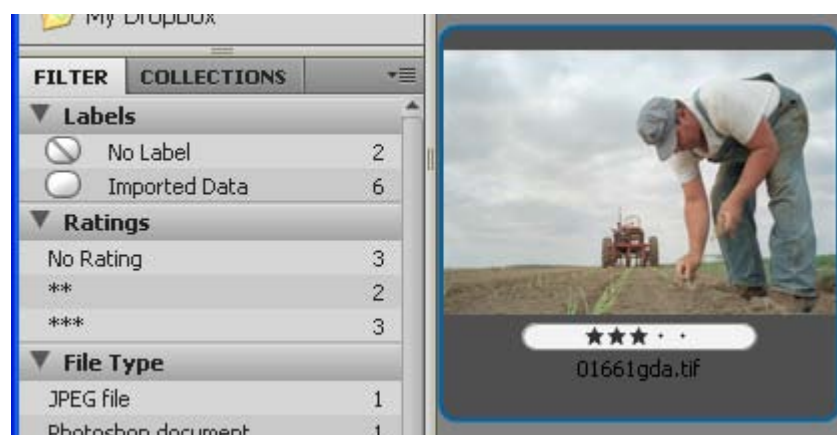
Appendix section 5, Mapping IPTC IIMv4 to IPTC Core

IPTC - IIMv4 & IPTC Core XMP Schema v1.0 Fields mapped to Imaging Program Labels

IIM Field	IPTC IIMv4 field name	size §	IPTC Core (XMP) Label	Adobe Photoshop CS2-5	Apple Aperture v2
*05	Object Name (Title)	64	Title	Document Title (or Titl	Object Name
10	Urgency	1	**deprecated**	Urgency	Urgency
15	Category	3	**deprecated**	Category	Category
20	Supplemental Categories	32	**deprecated**	Supplemental Categor	Supplemental Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Instructions	Special Instructions
55	Date Created	8	Date Created	Date Created	Date Created
80	By-line (Author)	32	Creator	Author / Creator	Byline
85	By-line Title(Author position)	32	Creator's Jobtitle	Author Title	Byline Title
90	City	32	City	City	City
95	Province/State	32	State/Province	State/Province	Province/State
101	Country/Primary Location Name	64	Country	Country	Country Name
103	Original Transmission Reference	32	Job Identifier	Transmission Reference/Jol	Original Transmission
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Provider	Credit / Provider	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright Notice	Copyright Notice
120	Caption/Abstract	2000	Caption/Description	Description	Caption
122	Writer/Editor	32	Caption/Description Writer	Description Writer	Writer/Editor
			Creator's Contact Info (CCI):City	City	
			CCI:Country	Country	
			CCI: Address	Address	
			CCI: Postal Code	Postal Code	
			CCI: State/Province	State/Province	
			CCI: Email(s)	Contact Email(s)	
			CCI: Phone(s)	Contact Phone(s)	
			CCI: WebURL(s)	Contact Web URL(s)	
			ISO Country Code	Country Code	
			Intellectual genre	Intellectual Genre	
			Location	Location	
			Rights Usage Terms	Rights Usage Terms	
			Subject Code	IPTC Subject Code	
			IPTC Scene	IPTC Scene	
7	Edit Status	32			Edit Status
22	Fixture Identifier	32			Fixture Identifier
27	Content Location Name	64			Contact Location Name
118	Contact	128			
				Copyright Info URL	Version Name
				Copyright Status	Contact Location Code
					Editorial Update
					Expiration Date
					Image Orientation

Fields in bold + magenta = fields "deprecated" (removed) from the IPTC Core Schema

olive = new fields introduced in the IPTC Core schema

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

latest version at: http://www.controlledvocabulary.com/imagedatabases/iptc_core_mapped.pdf

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IIM Field	IPTC IIMv4 field name	size §	Breeze Browser v 1.6 / 1.7	Image Info Toolkit 2.0 **	iView MediaPro v3.1x
*05	Object Name (Title)	64	Document Title	Object Name	Title
10	Urgency	1	Urgency	Urgency	Urgency
15	Category	3	Category	Category	Category
20	Supplemental Categories	32	Supplemental Categories	Suppl. Categories	Supplemental Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Special Instructions	Instructions
55	Date Created	8	Date Created	Date Created	Date Created
80	By-line (Author)	32	Author	By-line Author	Creator
85	By-line Title(Author position)	32	Author Title	By-line Title	Creator's Job Title
90	City	32	City	City	City
95	Province/State	32	State/Province	State	State/Province
101	Country/Primary Location Name	64	Country	Country	Country
103	Original Transmission Reference	32	Transmission Ref	Transmission	Job Identifier
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Credit	Credit	Provider
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright	Copyright Notice
120	Caption/Abstract	2000	Caption	Caption/Abstract	Description
122	Writer/Editor	32	Description Writer	Writer/Editor	Description Writer
			City		City
			Contact Country		Country
			Address		Address
			Postal Code		Postal Code
			Contact State		State/Province
			Email(s)		E-Mail(s)
			Phone(s)		Phone(s)
			Website(s)		Website(s)
			Code		Country Code
			Intellectual Genre		Intellectual Genre
			Location		Location
			Rights Usage Terms		Rights Usage Terms
			iPTC Subject Code		Subject Codes
			IPTC Scene		Scenes
7	Edit Status	32	Edit Status		Edit Status
22	Fixture Identifier	32			Event
27	Content Location Name	64			Location (for IIM only)
118	Contact	128			People
			Copyright Info URL		
			Copyright Status		
			Job Id		
			Program		
			Object Cycle		
			Date Released / Time Released		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

** handles IPTC in TIF and Jpeg files

This info is only displayed if "Also store IPTC data in legacy IPTC IIM format" is selected in prefs. Apps that only support XMP data may not be able to access these fields.

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IIM Field	IPTC IIMv4 field name	size §	Adobe Lightroom v 2	PhotoMechanic v4.6	HindSight's StockView**
*05	Object Name (Title)	64	Title	Object Name	Title
10	Urgency	1	Label	Urgency*	Urgency
15	Category	3	Category	Category	Ignored
20	Supplemental Categories	32	Other Categories	Supp Cat1/Cat2/Cat3	Ignored
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Special Instructions	Instructions
55	Date Created	8	Date Created	Date Created*	Date
80	By-line (Author)	32	Creator	Photographer	Author
85	By-line Title(Author position)	32	Creator Job Title	Title	Ignored
90	City	32	City	City	City
95	Province/State	32	State/Province	State	Province/State
101	Country/Primary Location Name	64	Country	Country	Country
103	Original Transmission Reference	32	Job Identifier	Transmission Ref	Reference
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Provider	Credit	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright	Copyright	Copyright
120	Caption/Abstract	2000	Caption	Caption	Caption
122	Writer/Editor	32	Description Writer	Caption Writers	Caption Writer
			Creator City	Contact City	
			Creator Country	Contact Country	
			Creator Address	Contact Address	
			Creator Postal Code	Contact Zip	
			Creator State/Province	Contact State	
			Creator E-Mail	Contact Email(s)	
			Creator Phone	Contact Phone(s)	
			Creator Website	Contact Web URL(s)	
			ISO Country Code	Code	
			Intellectual Genre	Intellectual Genre	
			Location	Location	
			Rights Usage Terms	Rights Usage Terms	
			IPTC Subject Code	iPTC Subject Code	
			Scene	IPTC Scene	
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			
			Copyright Info URL	*Copyright Info URL*	URL stored in "Keywords"
			Copyright Status	*Copyright Status*	
			copy name		
			filename		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

\# apparently for jpeg only

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IIM Field	IPTC IIMv4 field name	size §	Photoshop 7.01	PhotoMechanic v4.433	iView Media Pro 2.6
*05	Object Name (Title)	64	Title	Object	Product
10	Urgency	1	Urgency	Urgency*	Color Label
15	Category	3	Categories	Category	Genre
20	Supplemental Categories	32	Suppl. Categories	Suppl. Categories	Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions	Special Instructions	Instructions
55	Date Created	8	Date Created	Date Created*	Event Date
80	By-line (Author)	32	Author	Photographer	Author
85	By-line Title(Author position)	32	Authors Position	Title	author title
90	City	32	City	City	City
95	Province/State	32	State/Province	State	State
101	Country/Primary Location Name	64	Country	Country	Country
103	Original Transmission Reference	32	Transmission Reference	Transmission Reference	Transmission
105	Headline	256	Headline	Headline	Title
110	Credit	32	Credit	Credit	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright	Copyright
120	Caption/Abstract	2000	Caption	Caption	Caption
122	Writer/Editor	32	Caption Writer	Writer	Writer
7	Edit Status	32			Status
22	Fixture Identifier	32	*Job Name*		Event
27	Content Location Name	64			Location
118	Contact	128			People
			Owner URL		
			Copyright Status		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

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IIM Field	IPTC IIMv4 field name	size §	Photoshop 6	Apple Aperture v1.0.1	Thumbsplus
*05	Object Name (Title)	64	Object Name	Object Name	Object Name
10	Urgency	1	Urgency		Urgency
15	Category	3	Categories	Category	Suppl. Categories
20	Supplemental Categories	32	Suppl. Categories	Supplemental Categor	Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Special Instructions	Special Instructions	Special Instructions
55	Date Created	8	Date Created	Date Created *	Date Created
80	By-line (Author)	32	Byline	Byline	Byline
85	By-line Title(Author position)	32	Byline Title	Byline Title	Title
90	City	32	City	City	City
95	Province/State	32	Province-State	Province/State	Province-State
101	Country/Primary Location Name	64	Country name	Country Name	Country
103	Original Transmission Reference	32	Original Transmission Ref.	Original Transmission Refer	Xmit ref
105	Headline	256	Headline	Headline	Headline
110	Credit	32	Credit	Credit	Credit
115	Source	32	Source	Source	Source
116	Copyright Notice	128	Copyright Notice	Copyright Notice	Copyright Notice
120	Caption/Abstract	2000	Caption	Caption	Caption
122	Writer/Editor	32	Caption Writer	Writer/Editor	Writer/editor
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			
			Image URL		
			Mark as Copyrighted		

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

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IIM Field	IPTC IIMv4 field name	size §	Image Info Toolkit 1.5 **	Irfanview †	Photoshop Elements 3
*05	Object Name (Title)	64	Object Name	Object Name	Document title
10	Urgency	1	Urgency	Urgency	
15	Category	3	Category	Categories	Categories
20	Supplemental Categories	32	Suppl. Categories	Suppl. Categories	Suppl. Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Special Instructions	Special Instructions	
55	Date Created	8	Date Created	Date Created	
80	By-line (Author)	32	By-line Author	Byline	Author
85	By-line Title(Author position)	32	By-line Title	Byline Title	
90	City	32	City	City	
95	Province/State	32	State	Province-State	
101	Country/Primary Location Name	64	Country	Country	
103	Original Transmission Reference	32	Transmission	Original Transmission Ref.	
105	Headline	256	Headline	Headline	
110	Credit	32	Credit	Credit	
115	Source	32	Source	Source	
116	Copyright Notice	128	Copyright	Copyright	Copyright Notice
120	Caption/Abstract	2000	Caption/Abstract	Caption	Description
122	Writer/Editor	32	Writer/Editor	Caption Writer	Description Writer
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			
					Copyright Info URL
					Copyright Status

Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format

Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

* Field number as denoted in the Information Interchange Module version 4 by IPTC

§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

** handles IPTC in TIF and Jpeg files

† handles IPTC in Jpeg files only

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IIM Field	IPTC IIMv4 field name	size §	Idimager	MetadataXMP Getty v1.1	Adobe Photoshop CS
*05	Object Name (Title)	64	Title		Document title
10	Urgency	1	**not available**		Urgency
15	Category	3	**not available**		Categories
20	Supplemental Categories	32	**not available**		Suppl. Categories
25	Keywords	64	Keywords	Keywords	Keywords
40	Special Instructions	256	Instructions		Instructions
55	Date Created	8	Date Created	Date	Date Created
80	By-line (Author)	32	Author / Creator	Contributor	Author
85	By-line Title(Author position)	32	Creator Job Title		(not seen in file info)
90	City	32	City		City
95	Province/State	32	State/Province		State/Province
101	Country/Primary Location Name	64	Country		Country
103	Original Transmission Reference	32	Job Identifier		Transmission Reference
105	Headline	256	Headline		Headline
110	Credit	32	Provider / Credits	Credit Line	Credit
115	Source	32	Source Original Copyright		Source
116	Copyright Notice	128	Copyright Notice		Copyright Notice
120	Caption/Abstract	2000	Description		Description
122	Writer/Editor	32	Description Writer		Description Writer
			Creator's Contact Info (CCI):City		
			CCI:Country		
			CCI: Address		
			CCI: Postal Code		
			CCI: State/Province	*Not linked to IPTC*	
			CCI: Email Address(es)	Location	
			CCI: Phone Number(s)	Notes	
			CCI: WebURL(s)	Description	
			ISO Country Code	Technique	
			Intellectual genre	Time of Day	
			Location	Release Status	
			Usage Terms	Release References	
			IPTC Subject Code(s)	Similars	
			IPTC Scene(s)	Restrictions	
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			*Copyright Info URL*
					Copyright Status
	Fields in bold + magenta = fields "deprecated" (removed) from the IPTC Core Schema				
	Fields in red italics will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format				
	Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins				
	* Field number as denoted in the Information Interchange Module version 4 by IPTC				
	§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility				
	** handles IPTC in TIF and Jpeg files				
	† handles IPTC in Jpeg files only				
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IIM Field	IPTC IIMv4 field name	size §	BAPLA Proposed**	MetadataXMP Getty v1.1	Adobe Photoshop CS
*05	Object Name (Title)	64	Image Reference		Document title
10	Urgency	1			Urgency
15	Category	3			Categories
20	Supplemental Categories	32			Suppl. Categories
25	Keywords	64		Keywords	Keywords
40	Special Instructions	256			Instructions
55	Date Created	8	Date Created	Date	Date Created
80	By-line (Author)	32	Creator	Contributor	Author
85	By-line Title(Author position)	32			*(not seen in file info)*
90	City	32			City
95	Province/State	32			State/Province
101	Country/Primary Location Name	64			Country
103	Original Transmission Reference	32	Job Reference		Transmission Reference
105	Headline	256	Headline		Headline
110	Credit	32	Credit	Credit Line	Credit
115	Source	32			Source
116	Copyright Notice	128	Copyright Notice		Copyright Notice
120	Caption/Abstract	2000	Description		Description
122	Writer/Editor	32			Description Writer
				Not linked to IPTC	
			Licensing Contact	Location	
				Notes	
				Description	
				Technique	
				Time of Day	
				Release Status	
			Rights+Restrictions	Release References	
				Similars	
				Restrictions	
7	Edit Status	32			
22	Fixture Identifier	32			
27	Content Location Name	64			
118	Contact	128			*Copyright Info URL*
					Copyright Status
			Copyright Status		

** Best guesstimate based on picture of custom panel

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Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins

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§ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility

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† handles IPTC in Jpeg files only

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